



Local Voices Creative Choices



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



BRIDGES OF LIGHT.

2025 Festival Evaluation Dashboard

Dashboard Contents

1. Festival headlines
2. Impact
 - Programme measures
 - Reach
 - Co-creation
 - Quiet sessions
 - Volunteers
3. Surveys
 - Audience
 - Artist
4. Summary
 - Progress against programme measures

Key Observations

- The festival appealed to all age ranges and a range of different people
- The festival created a welcoming atmosphere and made people feel positive emotions (soft wellbeing outcomes)
- Audience (and volunteers) postcodes show a strong local footprint
- Co-creation adds value for both artists and audiences (participant survey and MSC will build this picture for participants)
- Scale and visual impact is important to people
- Opportunities to improve advertising (pre) and / signage and maps (during) festivals
- The local community is proud of Worcester's creative and cultural offer and is keen to attend future events
- Already making good progress against programme measures



Impact



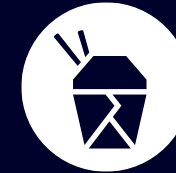
Impact: Key Programme Measures



11 installations/artworks
7 co-created



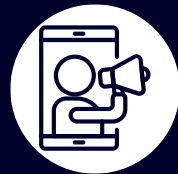
4 work experience
students



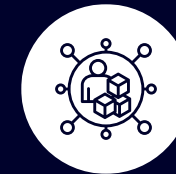
7 companies / suppliers
5 food traders



24 creative
practitioners



1 student media
volunteer



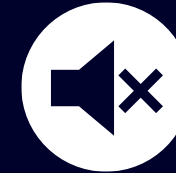
11 community
organisations involved



442 co-creation
participants



36 Volunteers



3 quiet sessions



1 film-maker
1 photographer



1 graduate intern



221 Survey responses

Impact: Audience



20,000+ estimated footfall



483,308 digital / social reach
22,929 BOL website page views



2,500 maps distributed
8,581 maps downloaded



27,822 total social video
views



6 performances



Countywide advertising via news releases,
posters, flyers, digital screens and websites



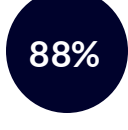
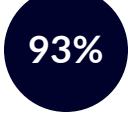
1 TV Interview



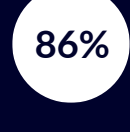
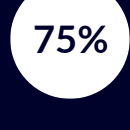
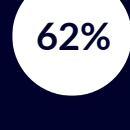
4 radio interviews
21 articles

Impact: Survey Headlines

Audience:

-  57% Heard about the festival through Facebook.
-  94% Said the festival made them feel positive emotions.
-  89% Felt the festival was definitely/probably well managed.
-  88% Said the quality was either very good or good.
-  93% Would be interested in attending another festival

Artist Survey:

-  38% New installation.
-  86% Felt supported in delivering their artwork.
-  75% Felt the team enabled them to deliver the artwork as envisaged.
-  62% Felt the community group aligned with their practice.
-  100% All relevant artist felt co-creation added value to their artwork.

Impact: Co-creation

Cygnets Song: 113

Get Set Grow – 10 / Furness Close 13 / Carnforth School 90

Iridescent Light Trail: 150

St Helens - 30

Ronkswood Comm. Centre - 50

Warndon Comm. Centre – 70

Bird Songs: 22

Cultural Feast – 22

Stitching Light: 28

Bangladeshi Women - 28

Imagining a Bright Future: 68

Monday Night Club – 50 / Dines Green Youth – 18

Macroscopic: 5

Warndon Litter Pickers – 5

Stars Come out at Night: 54

Cranham School - 54

7

Co-created installations

12

Community organisations involved

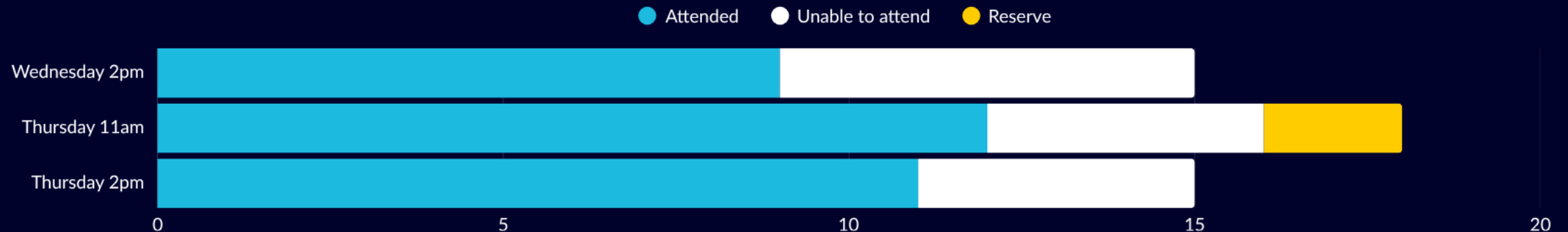
442

Co-creation participants



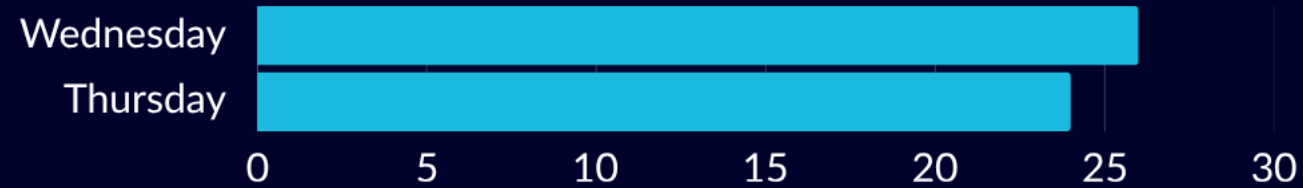
Impact: Quiet Sessions

- 100% Felt welcome in the space.
- 93% Would like to visit again.
-  Visitors commented on the wheelchair friendliness.
-  Visitors enjoyed the calmness, texture and sensory experience.
-  All visitors reported positive emotions; feeling happiness, excitement and relaxation.



Impact: Volunteers

36 Volunteers

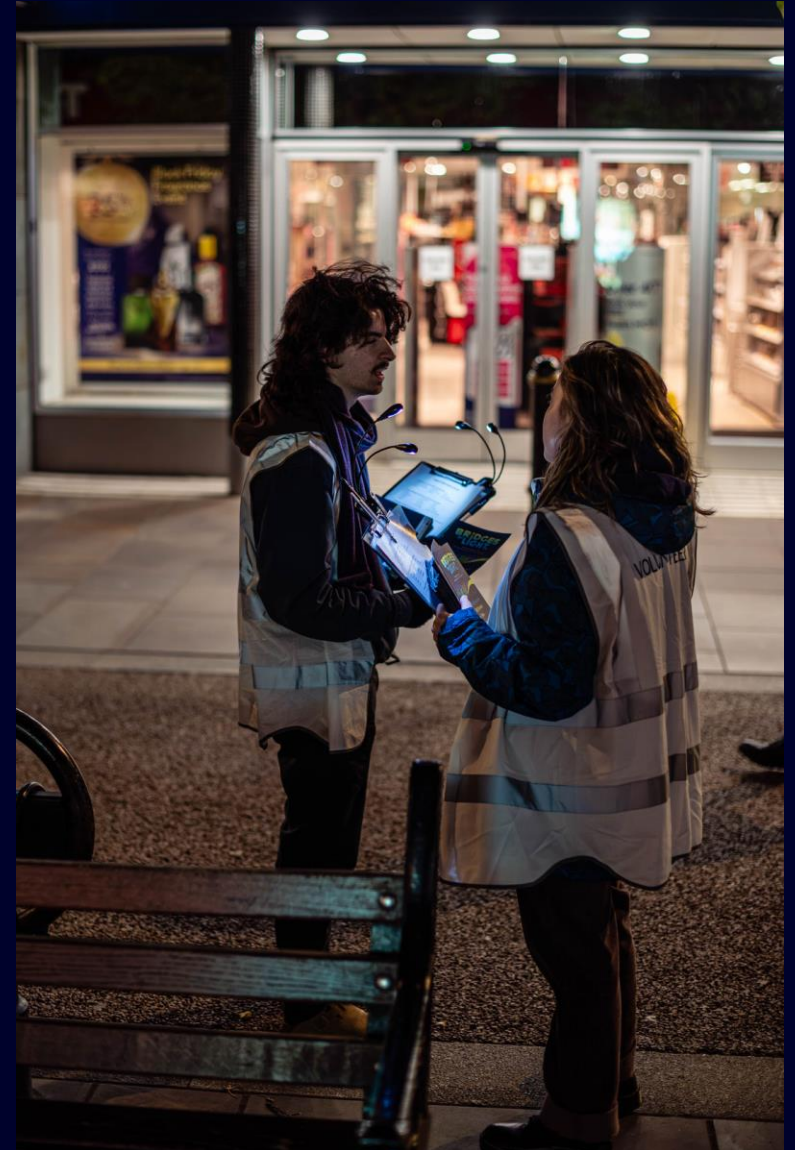


85% of volunteers were Worcestershire residents (WR post codes)

Audiences said the volunteers were:

- Friendly
- Helpful

"Friendliness of all volunteers enhanced the experience."



Surveys



Survey: Responses

- Audience – 213
- Artists – 8
- Student – (tbc in student dashboard)
- Most Significant Change – (tbc)

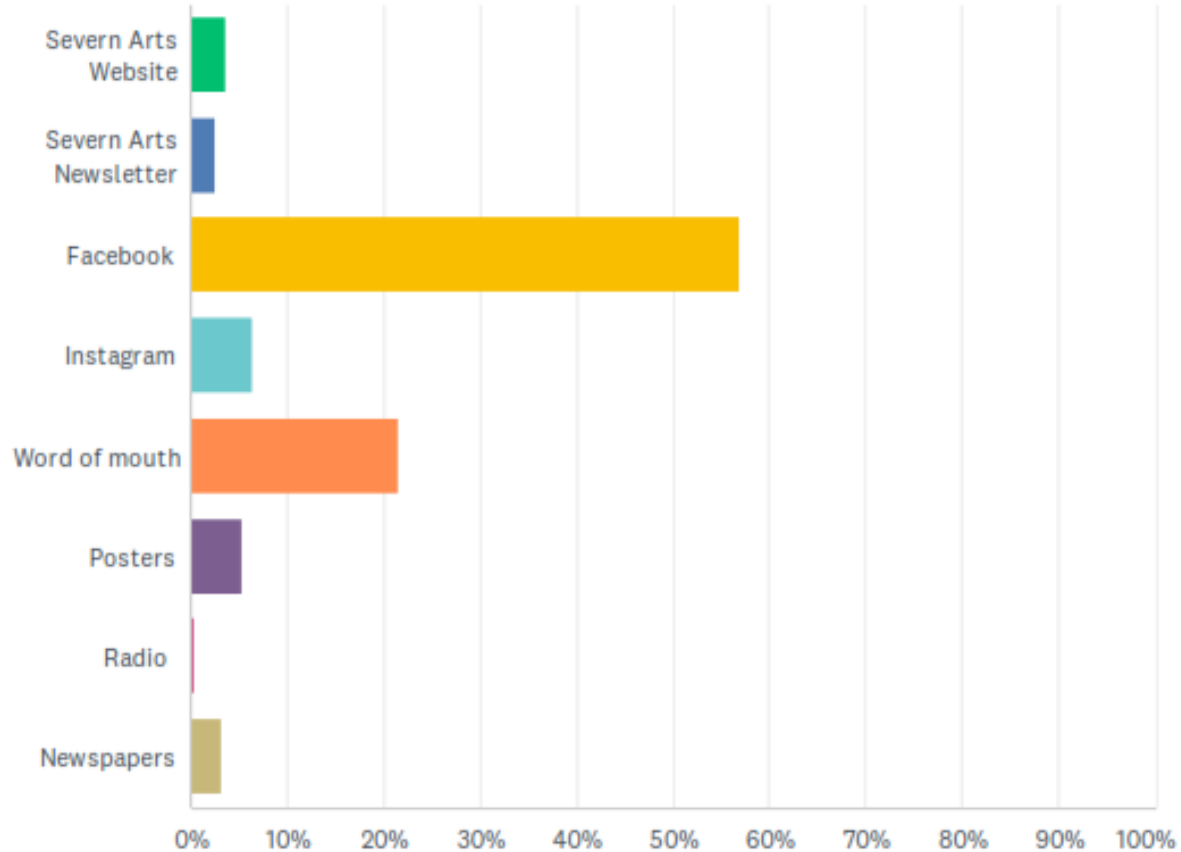
Responses:

221



Q1 How did you hear about today's festival/event?

Answered: 190 Skipped: 23



57%

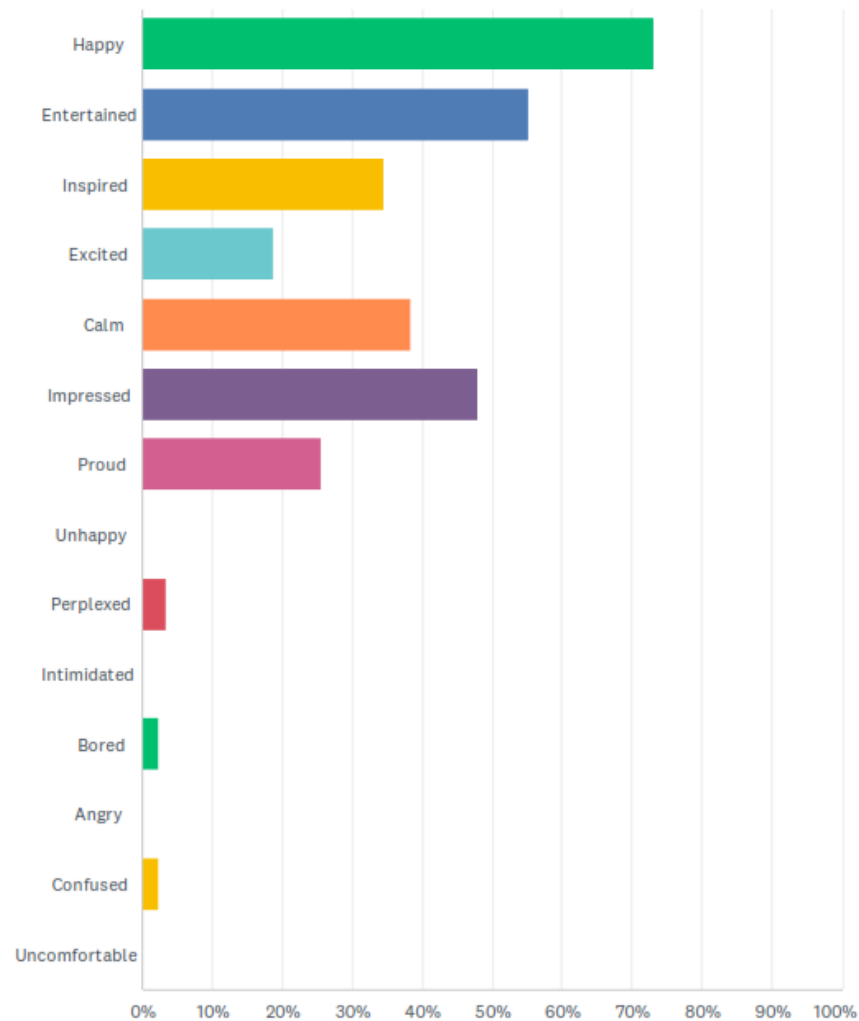
Heard about the festival through Facebook.

Additional free text comments:

- UoW emails
- Family/friends
- School involvement
- News coverage (TV)
- Council
- BID
- Tourist Information
- Road closure signs

Q2 How did Bridges of Light make you feel? Tick all that apply.

Answered: 208 Skipped: 5



94%

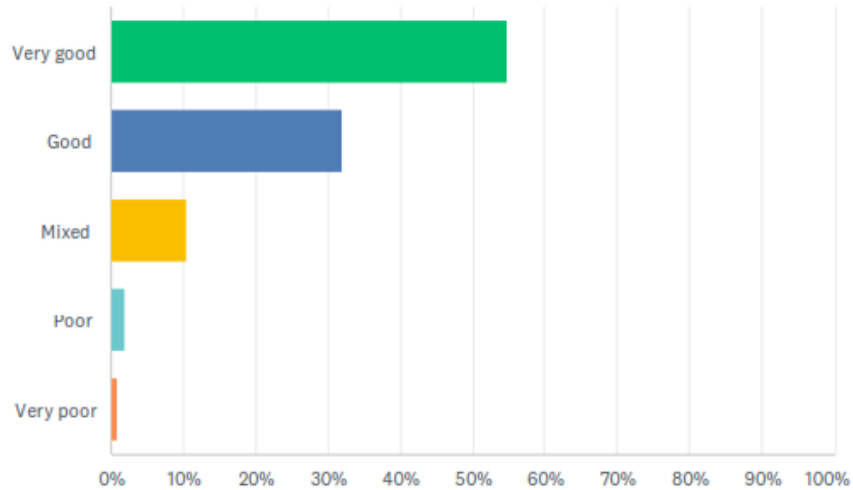
Said the festival made them feel positive emotions.

Additional free text comments:

- Moved
- Nostalgic
- Peaceful
- Healthy
- Calm
- Included
- Welcomed
- Belonging
- Connected
- Frustrated (signage)
- Flat

Q4 What did you think of the quality of Bridges of Light?

Answered: 212 Skipped: 1

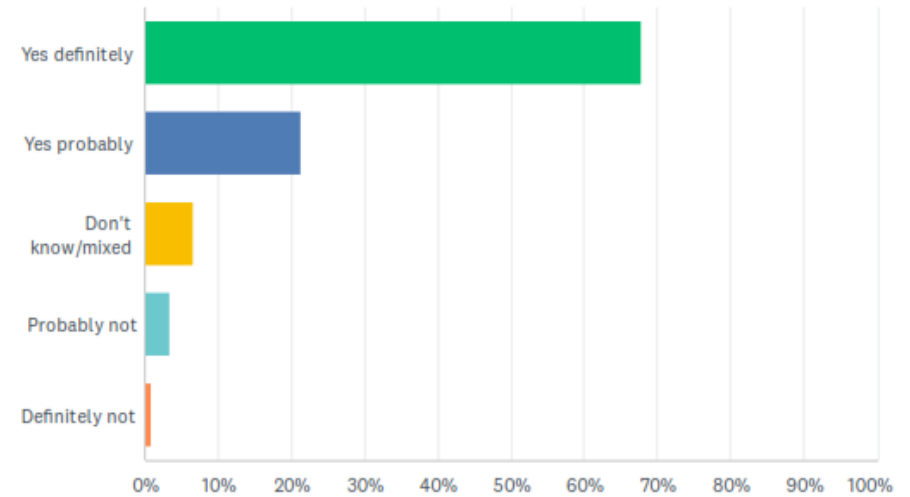


88%

Said the quality was either very good or good.

Q3 Did Bridges of Light feel well managed?

Answered: 211 Skipped: 2



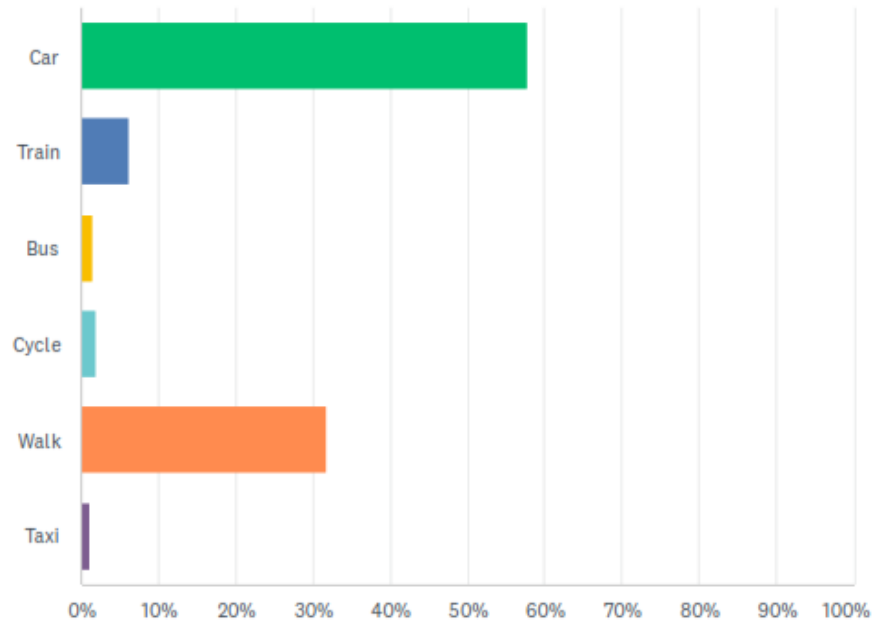
89%

Felt the festival was 'definitely' (68%) or 'probably' (21%) well managed.

- *"So much more than I had expected. I was overwhelmed by the beauty, and frequently moved"*
- Scale of impact - some stand out pieces, some not as impressive "fell flat" or were difficult to find.

Q5 How did you travel here today?

Answered: 208 Skipped: 5

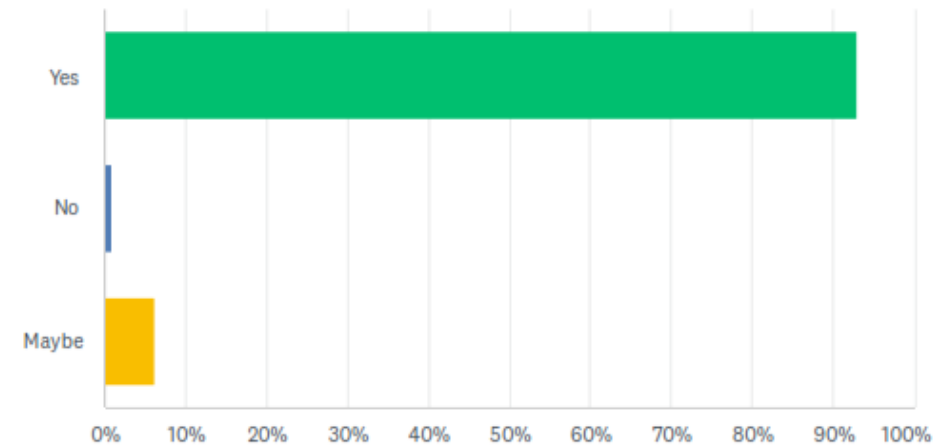


31.3%

Walking was the second most popular method of transport

Q7 Would you be interested in attending another festival or event in Worcester's Creative Quarter (e.g. The Arches, The Hive, Angel Place, Scala) or other city centre venues?

Answered: 211 Skipped: 2



92.9%

Would be interested in attending another festival

Q8 Any other feedback? (free text summary)

Majority =
positive sentiment

Strengths:

- Family friendly and suitable for all ages
- A 'friendly', 'lovely' and 'calming' atmosphere
- Variety and interactivity of installations
- Impact of Cygnet Song / the bridge
- University email flagged additional method
- Cultural and community involvement (co-creation)
- A sense of pride in Worcester
- Respondents referencing future events

Weaknesses:

- Lack of advertising pre-event
- Unclear maps and street signage
- Gaps in the trails
- Too many street vendors (people think they are part of the event)
- Soundscapes were hard to hear
- Scale in comparison to previous events (Light Night)
- Limited food options

Q8 Any other feedback? (free text summary)

Majority =
positive sentiment

Recommendations:

- More advertising
- Clearer maps - what3words locations?
- More days / consider a weekend day
- More street signage and artist boards
- More stalls (not just light vendors)
- More installations, streetwalkers and walkabouts
reducing gaps in the trail
- Louder soundscapes / more music generally
- Opportunities for more businesses to stay open and get involved
- Incorporate the Cathedral
- Temporary Bins
- Donation buckets

What People Said:

“So proud of Worcester for hosting this.”

“It was truly inspiring to see Worcester so full of life - alive with laughter, smiles, and the joyful footsteps of little ones exploring alongside their adults.”

“Great to see Worcester so busy. A fabulous event. We should light up the bridge more often! .”

“The bridge piece was just beautiful.”



“You did this amazing City proud!”

“Really lovely to see the fabulous art exhibits and to see Worcester full of life for a change.”

“Was great to see so many people around the city enjoying it!”

“We loved it and enjoyed seeing the city in new ways. The kids had a great time graffitiing the Guild Hall!”

Survey Demographics

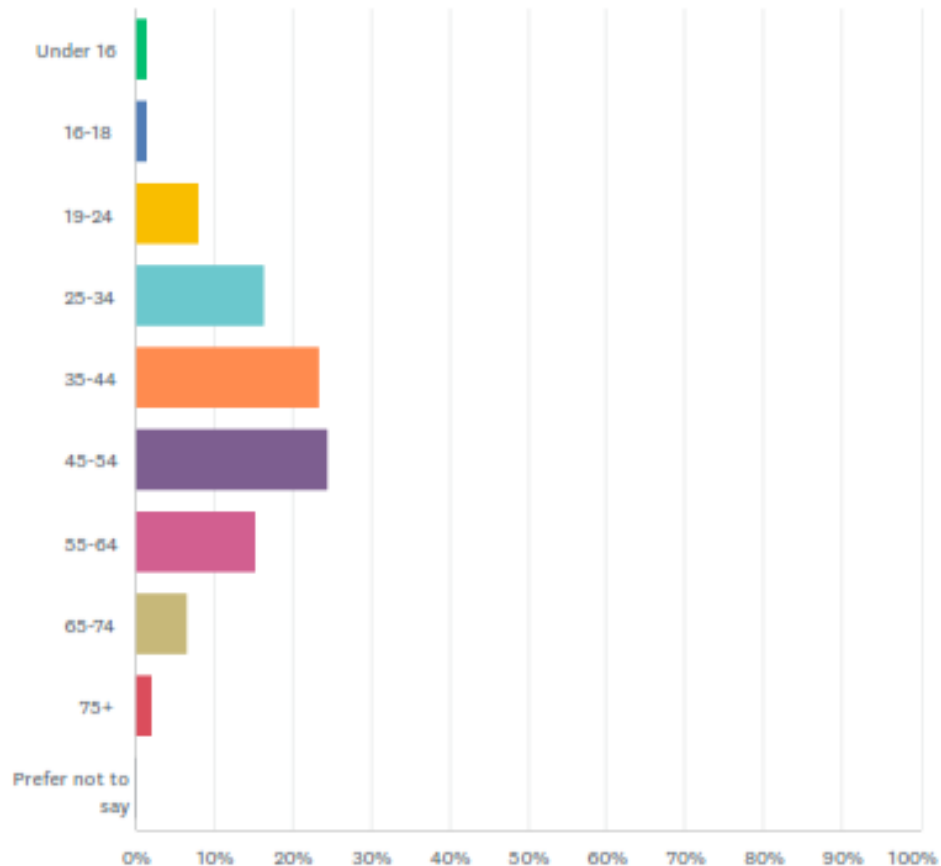


Survey – Demographics

- Wide age range of respondents
- Ethnicity broadly mirrors Worcester population split (94.6% white)

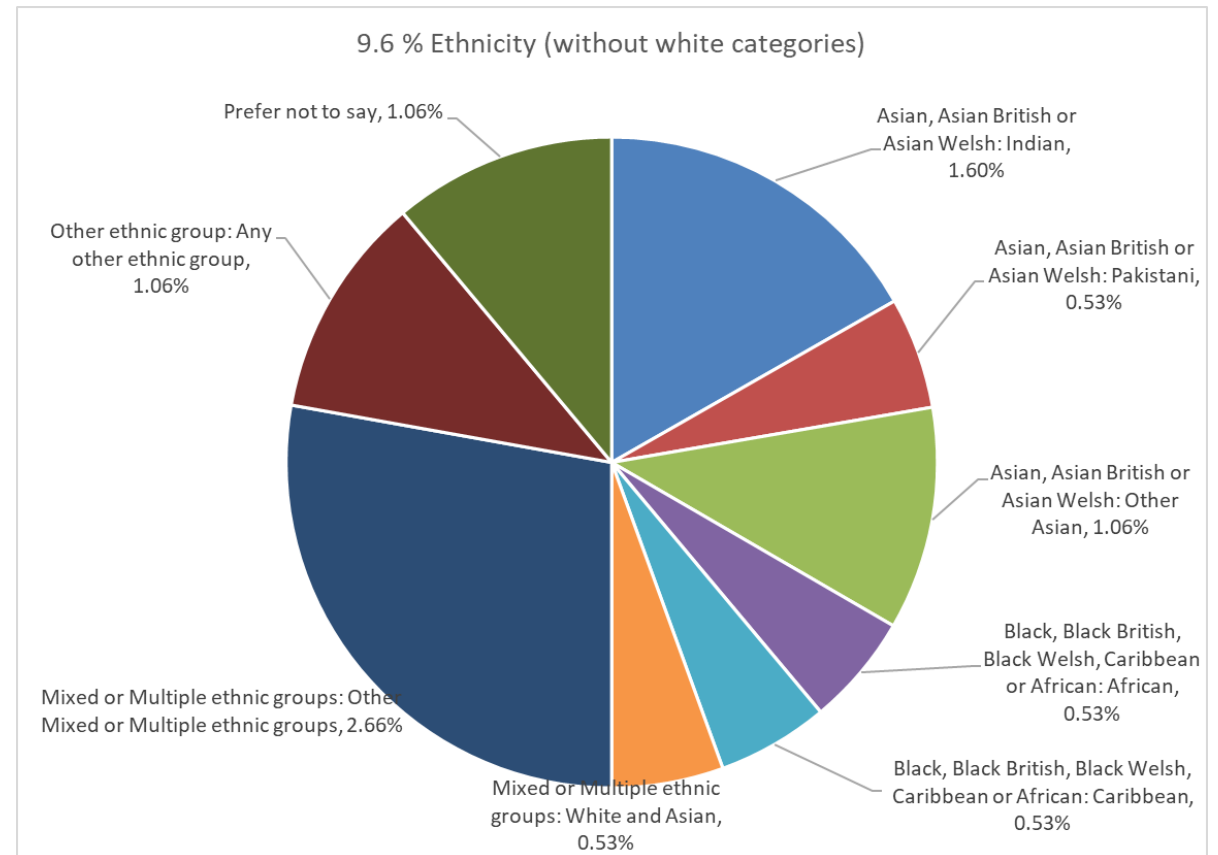
Q9 What is your age?

Answered: 196 Skipped: 17



Q10 What ethnicity do you identify as?

90.4% White English/NIrish/Scottish/Welsh, White Irish, White Other

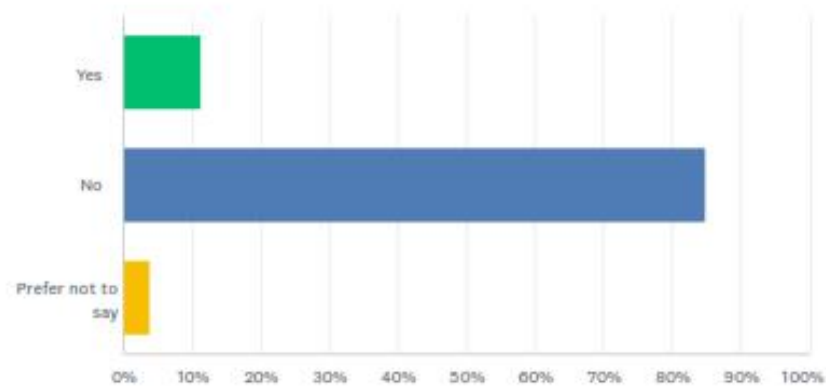


Survey – Demographics

- 11% identify as D/deaf, disabled or having a LTHC
- 10% identify as neurodivergent

Q11 Do you identify as D/deaf, disabled or have a long term health condition?

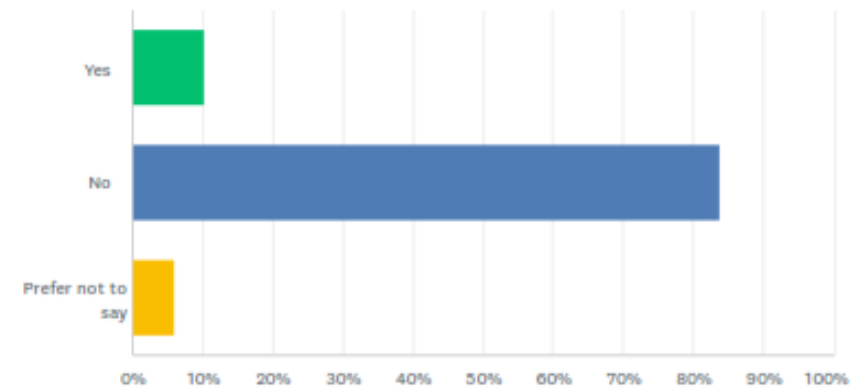
Answered: 186 Skipped: 27



ANSWER CHOICES	RESPONSES
Yes	11.29%21
No	84.95%158
Prefer not to say	3.76%7
TOTAL	186

Q12 Do you identify as neurodivergent?

Answered: 186 Skipped: 27



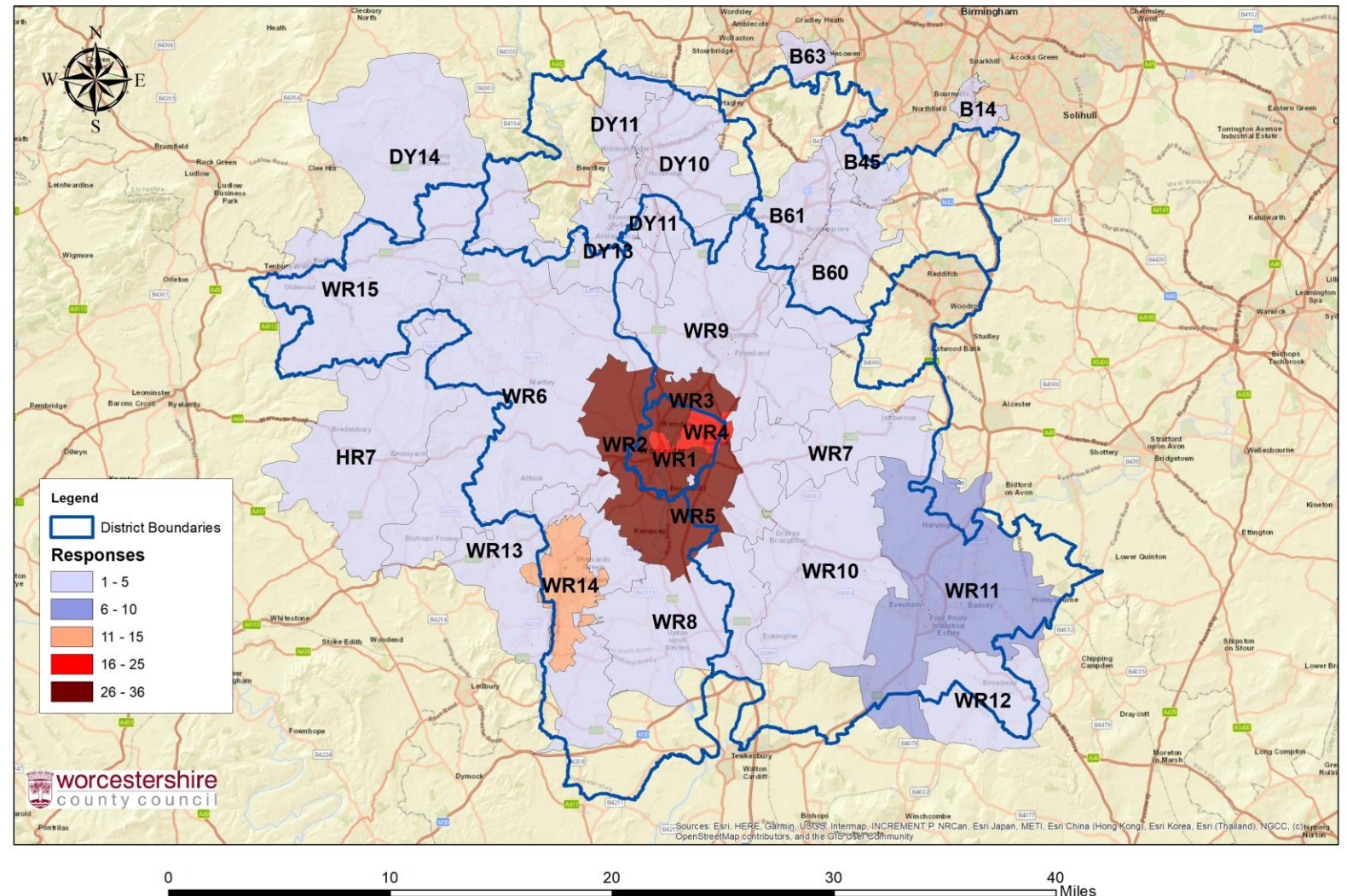
ANSWER CHOICES	RESPONSES
Yes	10.22%19
No	83.87%156
Prefer not to say	5.91%11
TOTAL	186

Survey - Postcodes

- 88% of post codes in Worcestershire
- Clear representation from local Worcester city residents

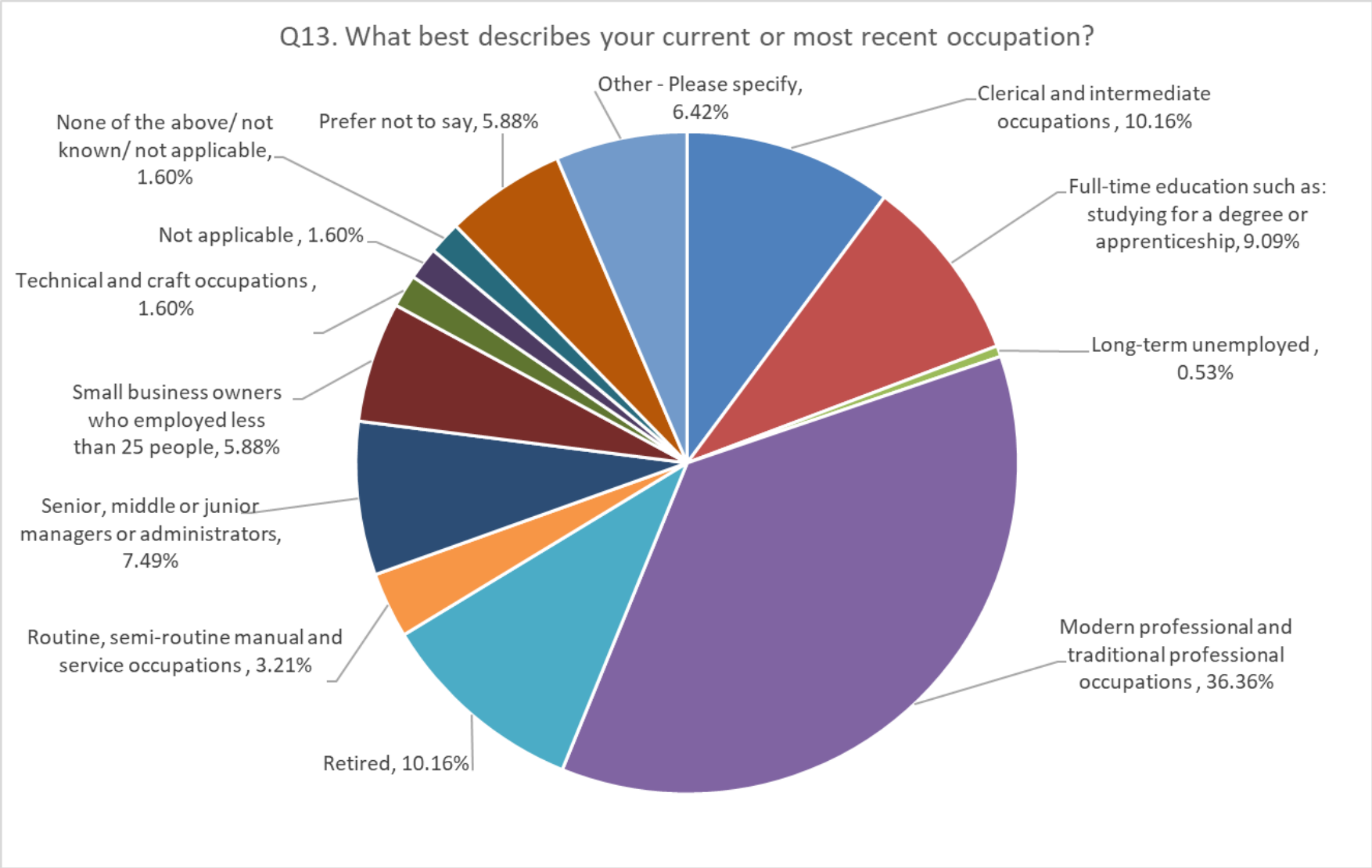
- Note: mixed response/completion
- Mixed IMD range per sector

Sector	Responses	Percent
WR5	36	17.5%
WR2	33	16.0%
WR3	26	12.6%
WR4	25	12.1%
WR1	16	7.8%
WR14	13	6.3%
WR11	7	3.4%
WR6	5	2.4%
WR13	4	1.9%
WR9	4	1.9%
B61	3	1.5%
B60	2	1.0%
B63	2	1.0%
DY10	2	1.0%
DY13	2	1.0%
WR7	2	1.0%
Other	24	11.7%



Survey - Occupation

Categories are different to new socioeconomic duty categories



• Modern professional and traditional professional occupations	36.36%	68
• Clerical and intermediate occupations	10.16%	19
• Retired	10.16%	19
• Full-time education such as: studying for a degree or apprenticeship	9.09%	17
• Senior, middle or junior managers or administrators	7.49%	14
• Other - Please specify	6.42%	12
• Small business owners who employed less than 25 people	5.88%	11
• Prefer not to say	5.88%	11
• Routine, semi-routine manual and service occupations	3.21%	6
• Technical and craft occupations	1.60%	3
• Not applicable	1.60%	3
• None of the above/ not known/ not applicable	1.60%	3
• Long-term unemployed	0.53%	1

Artist Survey



Artist survey

8 Artist survey responses:

- Catch Me Now
- Tien Bech Studio
- Bird Songs
- ShadowDance
- Stitching Light
- Macroscopic
- Cygnet Song
- Imagining a Bright Future

8

3 new installations, 3 existing, 2 adapted.

7

6 felt 'definitely' supported, 1 felt 'mostly' supported, by the production team (1 skipped).

100%

All 8 follow an environmental policy.

100%

All 7 relevant artists 'definitely' felt co-creation has added to the value of their work.

Q5 How did the opportunity to work in Worcester shape or influence your development as a creative professional?

"The opportunity to work in Worcester was a turning point in my development as a creative professional. It showed me that my work has a place not just in personal or experimental spaces, but in a wider cultural and community context. I learned that creativity becomes more impactful, and more supported, when it's connected to people, place, and purpose."

"I wish more light festivals took the same leap of faith, allowing the artists to respond to places and people. I think the community element made the artworks really special, and audiences could see and feel that."

"We worked with a local Bangladeshi group to produce the work based on their stories of migration. It was a very powerful experience."



Artists Co-creation

Co-creation (and interactivity) adds value but more time would be good

Q7 How well did this community group align with your artistic practice?

Answered: 8 Skipped: 0



Comments:

- Short-time frame for project delivery
- Outside/weather conditions impacted workshops.

Q8 Do you feel like the community co-creation (community collaboration) element has added to the value of your artwork?

Answered: 8 Skipped: 0



- 100% of relevant artists selected 'yes definitely'

Artists Co-creation

Q9 Please share some general feedback on your experience of community co-creation for Bridges of Light 2025

"Seeing audiences in Worcester respond with such enthusiasm reaffirmed the importance of creating interactive art that invites everyone to take part."

"Inviting the community into the creative process brought new perspectives that challenged and strengthened the work, shifting it from something made for people to something made with people."

"It would be nice to develop a project with a community from the start....I know this is usually tricky because commissioners like to know what they commission but co-creating from the start would mean a better community ownership. I am sure you do that with other projects!"

Artists - Environmental Responsibility

100%

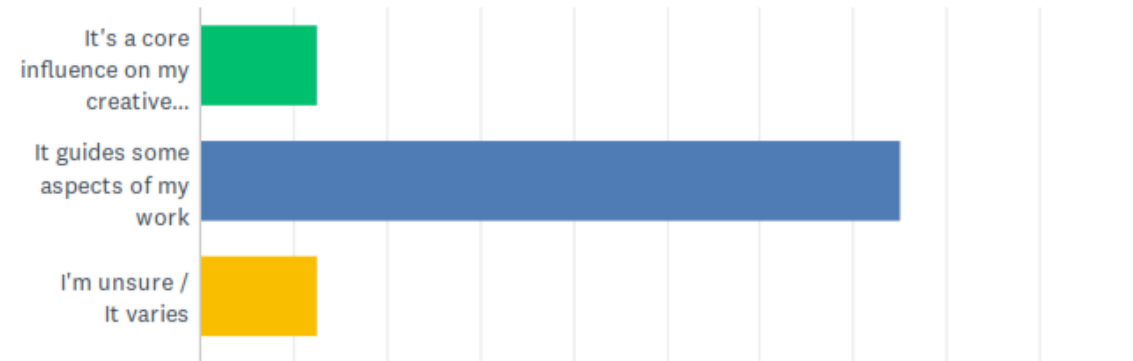
All 8 follow an environmental policy

100%

All 8 reuse materials or have a system for responsible disposal

Q12 If yes, how much does your policy directly inform your artistic decisions?

Answered: 8 Skipped: 0



Artist Demographics

Artists age ranges from 19-24 to 65-74

Artist's ethnicities selected:

- Mixed multiple ethnic groups
- White English, Scottish, Welsh / White other
- Prefer not to say

Artists gender identities selected:

- Male
- Female
- Non-Binary
- Prefer Not to Say

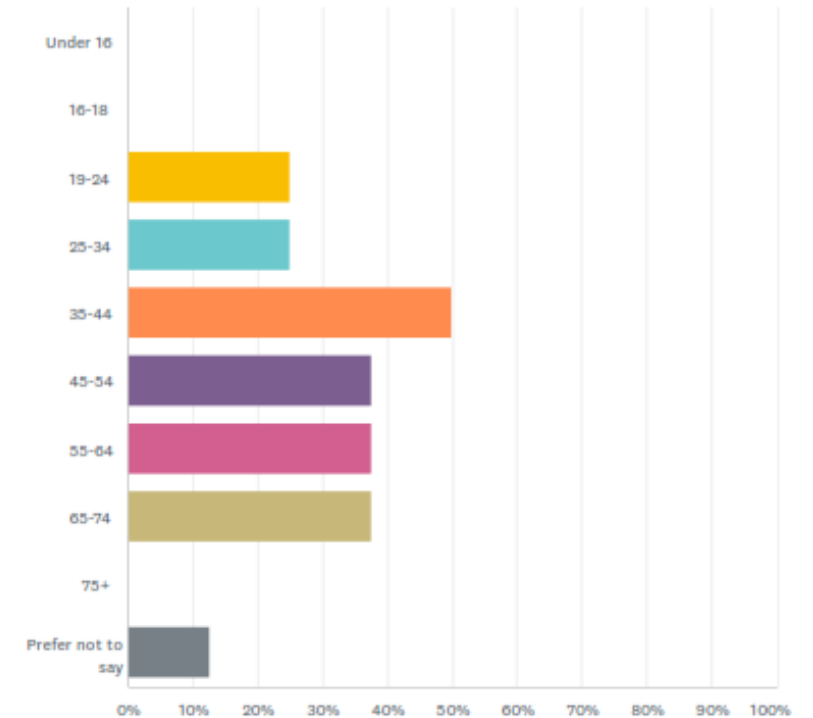
5 Artists identifying as neurodivergent

3 Artists identifying as D/deaf, disabled or have a long-term health condition

Question: Higher 'prefer not to say' answers.. Is this something we want to collect? What is the reason?

Q14 What are the ages of the artists at your company?

Answered: 8 Skipped: 0



Progress against evaluation measures

Step change	Measure (pre-determined in the bid)	Progress BOL 2025
A thriving, new Creative Quarter that is well used by artists, participants and audiences	83,550 audiences/visitors by 2027 2k+ mass participation co-creators 80% using Creative Quarter say they will return	- TBC (footfall) 92.9% interested in attending another event
A city where people from under-served communities take ownership of high-quality cultural activity that relates to them	900+ co-creation participants from Index of Multiple Deprivation (IMD) areas 1 & 2 - Festival attendees from these areas increase 15% by 6th festival - Best practice process produced for WCT & partners re: co-creation 80% co-creation participants say workshops accessible; developed confidence; increased cultural appetite; grew pride in creating festival artwork	422 participants - TBC (future survey)
A city where South Asian culture and creativity is visible, celebrated and embraced by people Worcester-wide	20,310 participants, visitors & audiences SAHM - Events daily in South Asian heritage month - South Asian festival audiences report greater awareness of South Asian culture	
A city that attracts more students to take up creative courses , retaining arts graduates and developing a talent pipeline for employment in the creative industries	250 students on live projects / 12 graduates on development programme - Incubator facility by 2027 80% participating students & graduates say they gained skills; feel connected to City's cultural scene & supported to stay	1 student, 1 graduate - TBC (student survey)
A city where the Heart of Worcestershire College and University of Worcester are embedded in its broad cultural offer and creative community	- By 2027, participation in live projects embedded into HE & FE arts courses - By 2027, all creative FE students report awareness of HE creative courses - Cultural Compact partners report increased collaboration with FE & HE Sector. FE & HE report feeling more embedded.	

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- The festival created a welcoming atmosphere and made people feel positive emotions (soft wellbeing outcomes)
- Audience (and volunteers) postcodes show a strong local footprint
- Co-creation adds value for both artists and audiences (participant survey and MSC will build this picture for participants)
- Scale and visual impact is important to people
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Bridges of Light Festival 2025

