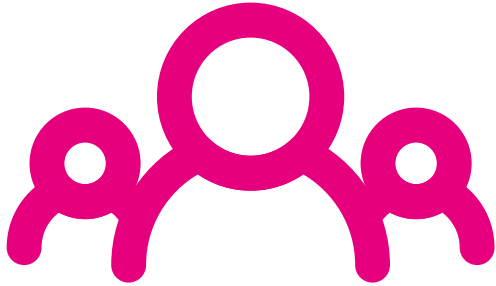




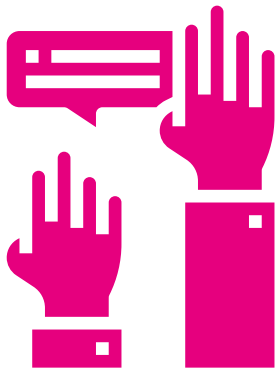
B-SIDE FESTIVAL 2021

HEADLINE FEEDBACK REPORT



6,200

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



834

people participated in workshops, exhibitions, performances + projects

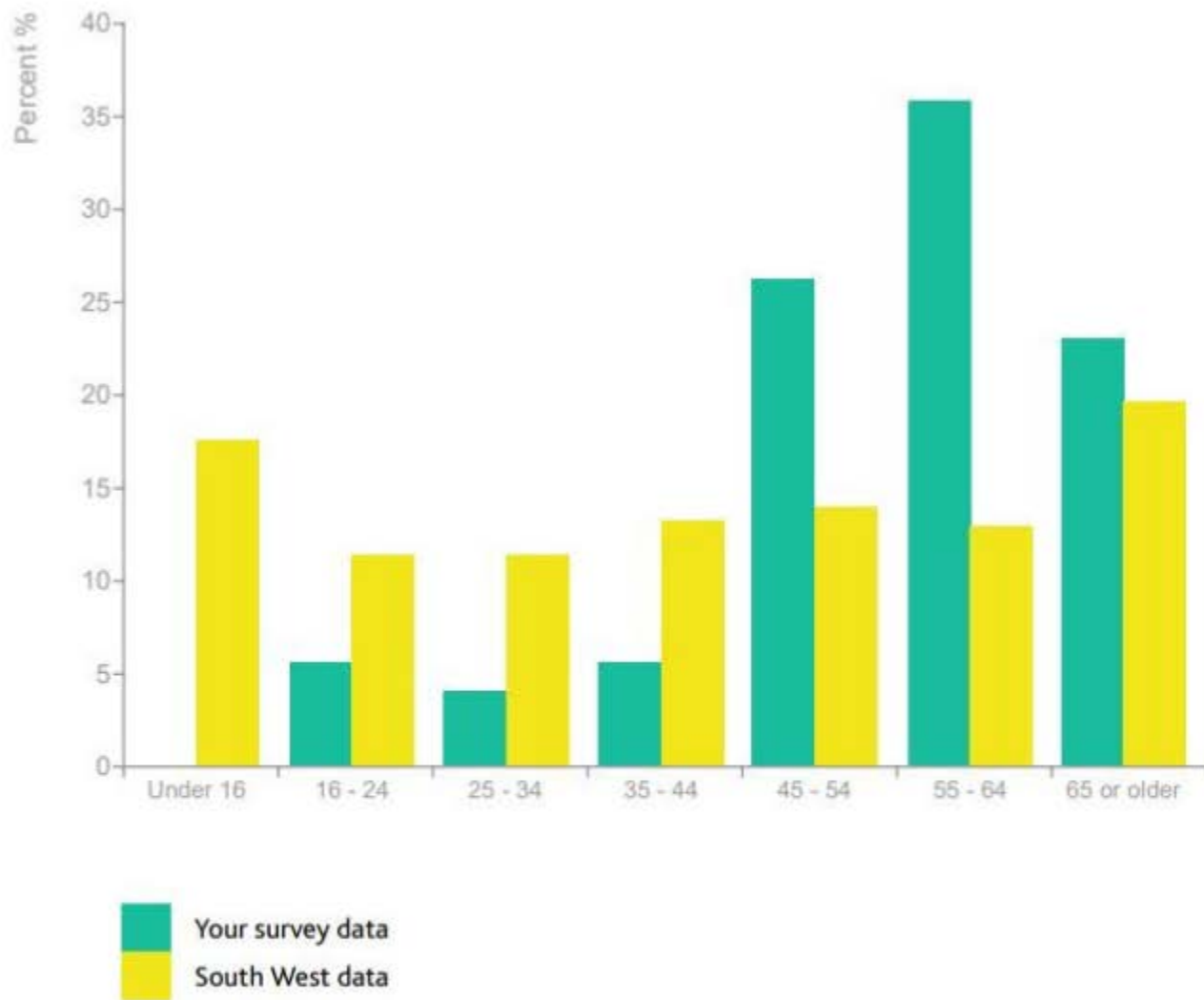


7

New employment opportunities created



WHERE DID FESTIVAL VISITORS TRAVEL FROM THIS YEAR?
Majority of survey respondent home locations.



WHO CAME?

Survey respondents age range (yellow is South West Census data)

Add



VISITOR FEEDBACK

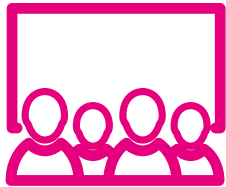
TOP 3 REASONS FOR VISITING B-SIDE




To do something new /out of the ordinary



To be inspired



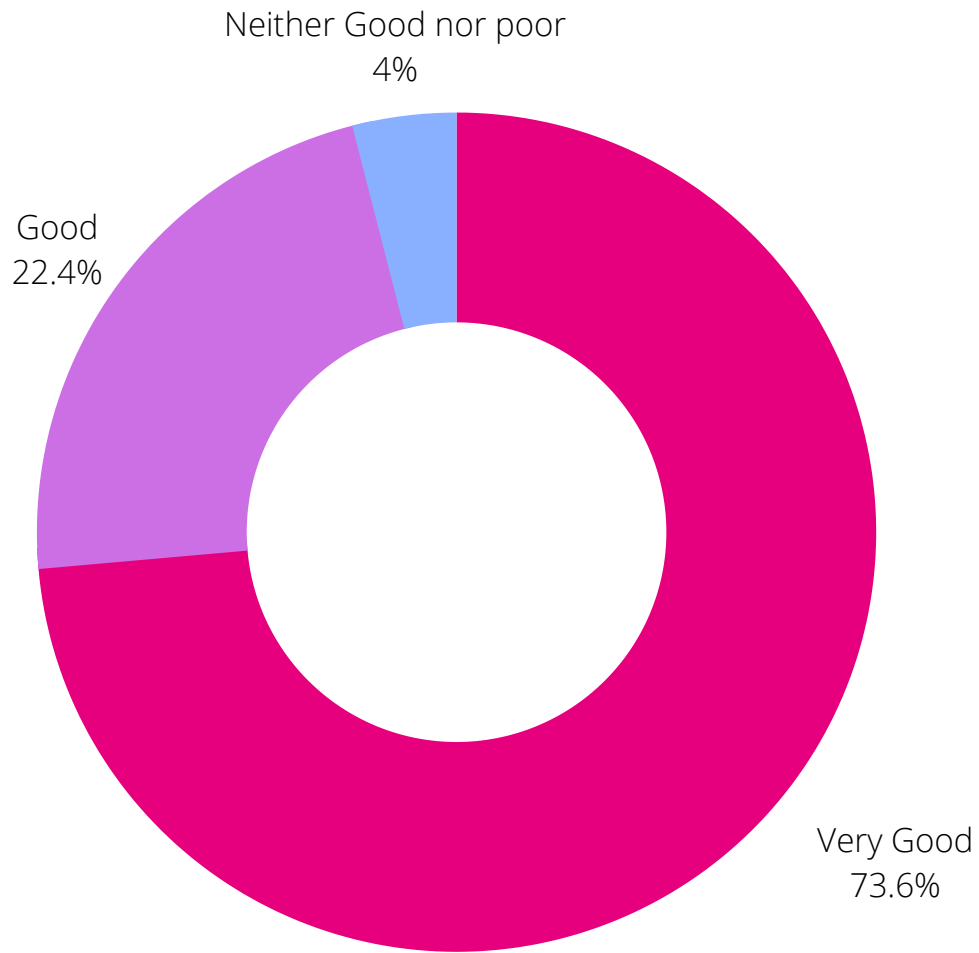
To be entertained



"It was simply
stunning and
very moving"

Festival visitor

'Of Sea and Stone' by Dan Shorten and Guildhall Live Events commissioned by b-side and Portland Museum



ABOUT YOUR VISIT

Quality of the exhibition/festival

"An awesome use of this space, well done for an excellent contrast of light, incorporating images in my head of fresh Portland stone, bones, the structure of time, the spiral of time. The lighting and setting adds to the experience..."

Festival Visitor



Image: 'Stone Grove' by Lotte Scott



"The Land's Heart Is Greater Than Its Map was brilliant - the idea of wandering around the High Angle Battery, overlaying impressions of life in Jerusalem was such a clever concept, and superbly executed. Josh & I found the narrative compelling and hard hitting, as it was undoubtedly intended to be"

Festival visitor

'The Lands Heart is Greater than its Map' ' by Olivia Furber and Ramzi Maqdisi

"I just wanted to say that I really enjoyed 2021 b-side festival - it's only just come onto my radar as, up until last year, I always thought, erroneously, that art was for other people, an arty elite. In my opinion, this festival was very well organised, and all the volunteers I met were approachable, friendly, helpful, and interesting to talk to. I saw from the brilliant, informative and helpful Festival Guide that you tried to be as inclusive as possible."

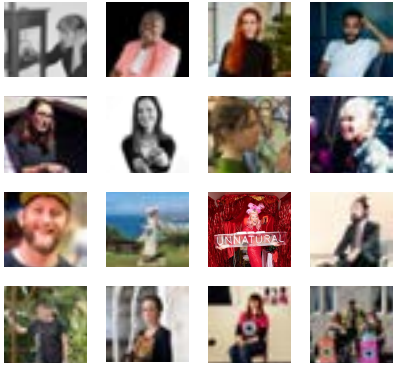
Festival visitor



'Image: 'Opes and Dreams' by Promenade



ARTISTS FEEDBACK



24

National and International Artists created work for b-side festival 2021 including 15 new commissions



73

Resident artists showed work at b-side festival 2021



13

Development opportunities created -
3 Bursary artists, 5 New curators and 5
New artists



Image: 'Digging Devices - Our Common Tools' by Katie Surridge



"Outstanding Unnatural Beauty Parlour"
by Sadie Hennessy



"..the opportunity to devise work in response to the research that the local community did with the museum. It is very difficult to access this type of creative process unless you are 'invited' to be part of something. I am not local to Portland, but being welcomed into this process has allowed me to feel a connection with the place and the people."

Dan Shorten 'Of Sea and Stone'





"I always feel like I can get in touch with any queries or problems and they're always there to help – even when we had to resort to carrying a greenhouse through the street. The accessible, non-pretentious ethos of the Festival is right up my street.

Sophie Fretwell, artist

" b-side is and has always felt like a people and artists-first festival....the people/artists involved and the audiences they reach are as carefully curated as the work and the festival itself, with a real focus on accessibility, social and local accountability, and substance that also doesn't patronise anyone or dumb anything down."

Alistair Gentry, Artist



Image: 'The Portland Office of Imaginary History Mobility Scooter Safari' by Alistair Gentry

"I am so grateful to have been chosen for the Platform Bursary - I really feel it did exactly what it is supposed to do! b-side allowed me to explore new materials and processes, as well as the chance to work in a place that was totally new to me.

Having the focus and support was so invaluable after the impact of the pandemic - I think I would have felt adrift without it. I feel I've made great new connections with Portland and with other artists (such as Amanda) through my involvement with b-side. I feel very fortunate."

Lotte Scott

b-side and Somerset Artworks Platform
Bursary 2020/21

Platform bursaries are aimed at emerging visual artists or established artists interested in exploring new ways of working





THAT OTHER PLACE

Wind

1 mps, E

Pressure

752 mm Hg. art.

Humidity

39%

Visi

49km

DIGITAL FESTIVAL

We took part in 'After The Interval' national survey by Indigo Ltd and Culture Counts and asked our supporters how the pandemic had affected their cultural choices and their confidence in attending events in person. With the huge rise in digital cultural consumption and uncertainties around when it would be safe to hold public events again, we decided to experiment with a hybrid Festival format. Funded by Cultural Recovery Fund we commissioned Creatives Garage - Nairobi based artists collective - to create an online space for newly commissioned digital work and discover previously commissioned b-side digital work - ThatOther.place



8

pieces of major new digital content commissioned. '

'Talkland Bill' by Richard De Domenici
'Common Lands' Pod Casts by Soniche Productions and ThatOther.place by Creatives Garage



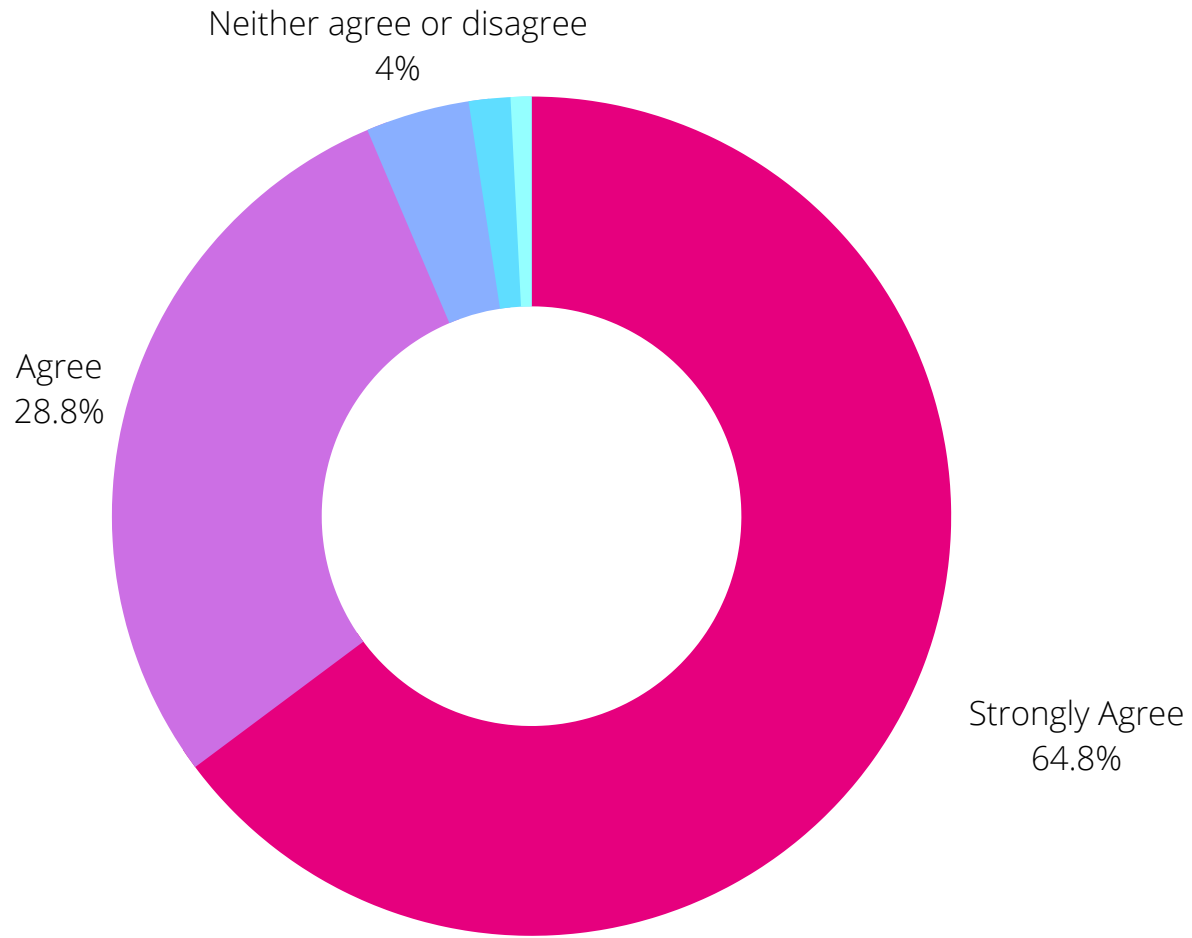
COMMUNITY

"To be really honest I am astonished that I'm here. This has brought people out, this has brought people together and this has helped people to start talking to each other"

Ray Mayall



Image: Portland resident Ray Mayall with one of his models exhibited at b-side festival 2021 Lockdown Art Exhibition



COMMUNITY

b-side encourages participation in community life and events

"Now that I've experienced it first-hand, I really get the locals' commitment to the festival, which is an extraordinary thing. I appreciate how involved the community of Portland is with the festival - it's wonderful to have so many keen participants."

'Tourist' by Anna Brownsted



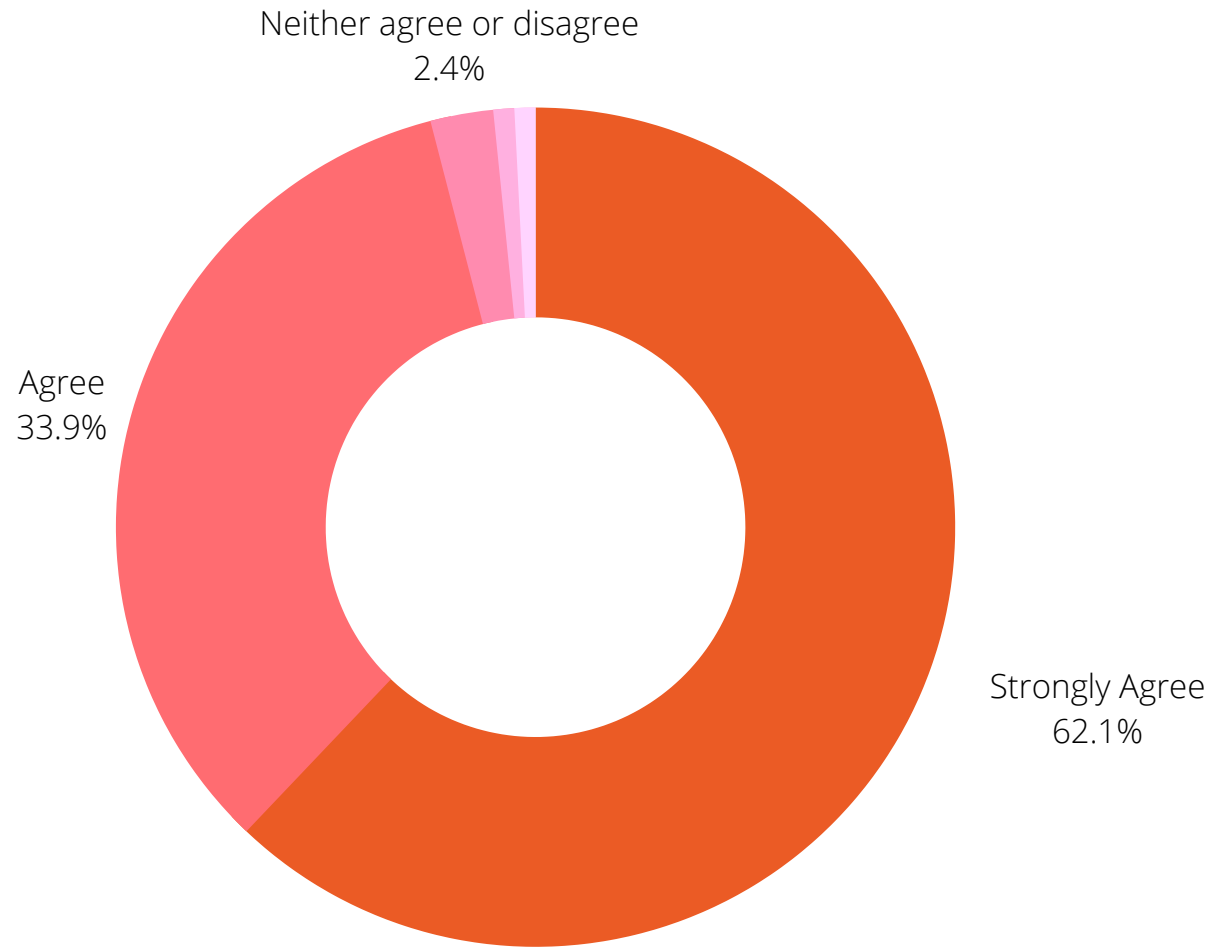




"We have had a fantastic time showing our best creations and especially enjoyed sharing our passion with neighbours and people who live a few streets around us and didn't realise what we do."

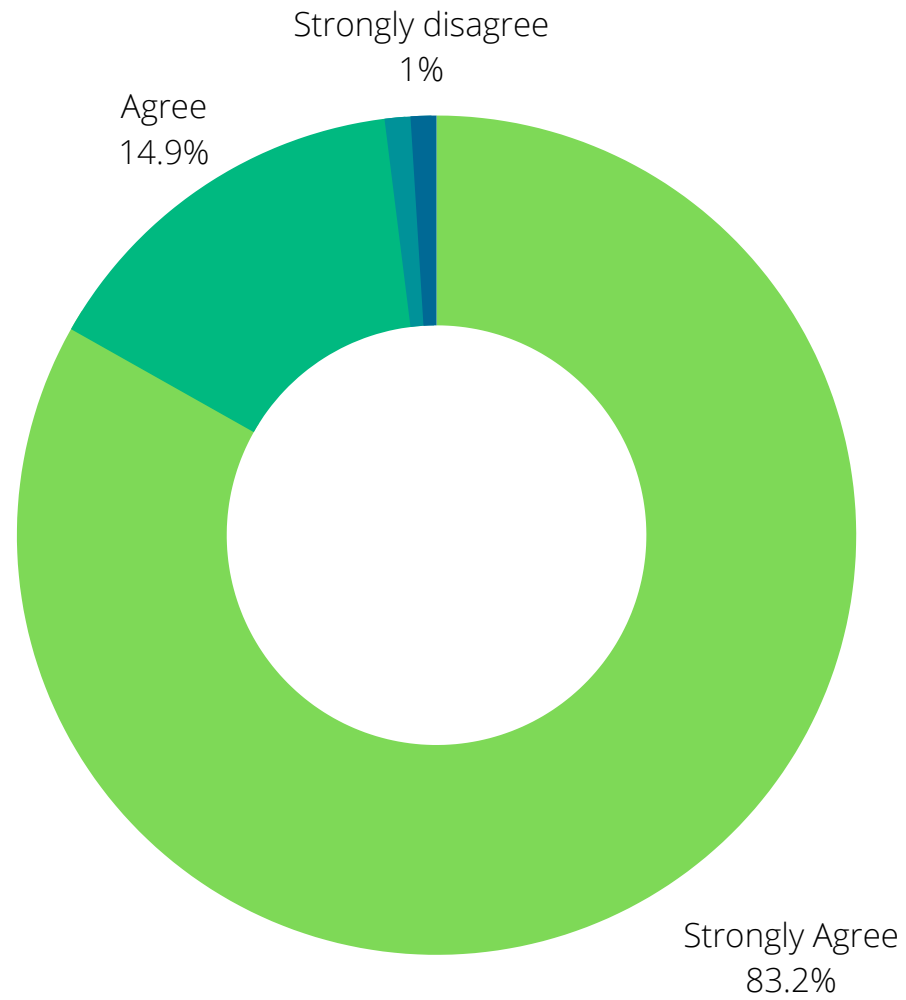
Anaïck and Shani (Fringe Benefits Artists)





COMMUNITY

b-side enhances the sense of community in the location



COMMUNITY

b-side is good for Portland's image





PARTNERS



"Working with the b-side team during b-side festival 2021 was a great experience for everyone involved with Portland Museum.

Showing Of Sea and Stone at b-side festival 2021 placed Portland's heritage onto a newer, more prominent stage, reaching out to hitherto unmet parts of the community.

b-side's experience in producing site specific art made it the perfect partner to place (Portland Museum's) Of Sea and Stone right into the heart of the community.

The response from the community to Of Sea and Stone during b-side 2021 was outstanding. Portland Museum is grateful to b-side for enabling us to connect with the community in such a progressive and meaningful way."

Lucy Watkins
Portland Museum
Manager/Administrator/Project Manager



"It was great to be able to provide hospitality at the Castle to chat with other sponsors and supporters of b-side and follow that with a full house outdoor cinema for the Island community and beyond. We know what it takes to put on an event and the b-side team were awesome in their delivery of a whole festival. The Estate is proud to be a part of such a popular event and very excited by the prospect of so much more to come. "

Chris Holleyoak, Director, Pennsylvania Castle



'We Are The Damned' Outdoor cinema event at Pennsylvania Castle

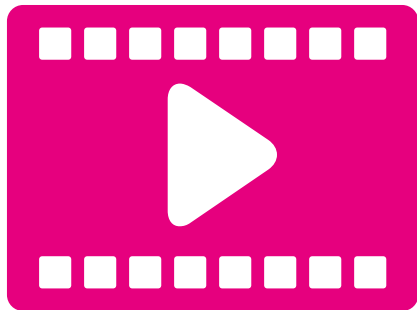


ACCESS



40

Downloads of our first Easy Read Festival Guide



33

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



26

Plays of the audio descriptions of 4 artworks



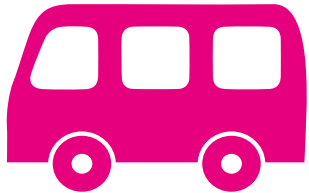
22

Visitors took part in Alistair Gentry's mobility scooter tour of Portland



18

Visitors enjoyed a free Trishaw tour of Portland and the Festival



FREE

Shuttle bus service between 2 festival sites (not served by public buses).



RELAXED

We offered 'relaxed' screenings and tours to accommodate visitors who would appreciate small audience numbers

"The mobility scooter tours that I ran at this festival are really obviously transformative for a lot of people with regard to understanding the everyday challenges of wheelchair users and other mobility-impaired people - it never takes long, usually a matter of minutes for them to experience a van parked across a dropped kerb, a step that's just slightly too high to get wheels over, etc.

One person, for example, said that having done the tour they were going to encourage their mother to take up the offer of a wheelchair or mobility vehicle which she (the mother) had been resistant to, having experienced for herself that there needn't be any shame or stigma about getting the help you need and realising that her mother's quality of life could improve dramatically with such a simple intervention... which I think is quite an achievement for a project that some people might overlook or dismiss as being daft and un-serious."

Alistair Gentry, Portland Office of Imaginary History Mobility Scooter Safari





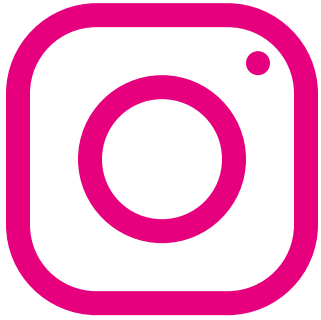
"Just wanted to say how much my friend, Sue, and I enjoyed the b-side festival.

We are both over 70 but still very active. We started our journey with a trishaw tour our driver was really friendly and helpful and we were amazed by the welcoming response from everyone we encountered along the way. The artists and volunteers at the events went to great lengths to explain the exhibitions and the fitting finale to our tour was a son et lumiere at the Portland museum."

Festival visitor



MARKETING



61.1K

Instagram followers of Arts Council England enjoyed the b-side festival @acegrams instagram takeover over the Festival weekend.



15,000

Dorset Festivals (recycled paper) leaflets were distributed throughout the South West in August. 3,000 free Festival 2021 Guides were distributed locally prior to and during the festival.



16

New pieces of press coverage inc radio, broadcast TV, online articles and listings between August and Sept 2021.

TOP 3 WAYS VISITORS USE SOCIAL MEDIA



72% said - to find out about events



51% said - to decide whether to visit



45% said - to see, hear or share examples of artistic content

"The whole festival was a joy, I thoroughly enjoyed my time being a steward and visiting the artworks in my free time"

Festival Volunteer





Headline Festival Feedback 2021 compiled from:
Audience Finder Visitor surveys, visitor comments books, emails and social media posts, Artists surveys,
Volunteer surveys.
Documentation by photographers Paul Box, Pete Millson, Brendan Buesnel, Gina Bolt and b-side team.