

FINDHORN BAY ARTS

PRESENTS

SOURCE TO SEA

A CELEBRATION OF MORAY'S
RICH CULTURE, HERITAGE
AND ENVIRONMENT

JULY - SEPTEMBER 2021

EVALUATION & MARKETING REPORT

November 2021

Partners

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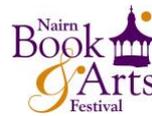
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Overview

The emergence of the Covid-19 virus in January 2020 and the cancellation of the 4th Findhorn Bay Festival compelled us to adapt and redesign our planned programming for Scotland's themed Year of Coasts and Waters 2020.

Through this process of adaptation, we developed Source to Sea: a cultural programme of events and activities to celebrate Scotland's Year of Coasts and Waters 20/21, all set in the rural and coastal towns and villages of the Moray Firth Coastline.

Our principal focus when designing the Source to Sea programme was to provide a range of accessible, inclusive and low-cost opportunities for local communities to engage with high-quality culture – bringing people together in the safest way possible to celebrate Moray's culture, heritage and environment after months of contending with the Covid-19 pandemic.

Staged from July to September 2021, Source to Sea's programme highlights included:

- A floating kinetic WaterOrgan designed by artist Mark Zygodlo, which was moored on the River Findhorn and in Findhorn Bay
- A visit to Burghead by Vision Mechanics' STORM, a larger-than-life sea-goddess of wild Scottish waters, supported by a range of community workshops
- Coleman & Hodges' Northern Exposures, an evocative interactive installation of images and sound from a collective capturing of time and place
- Extended performances of Oceanallover's Ecdysis (In Vivo) in Wilkies Woods in Findhorn Hinterlands
- Coastal walks led by a leading naturalist and local artist held in three locations in Moray.

In addition to our Source to Sea programme, we also opened our summer mini-market shop on Forres High Street, selling local produce from a range of Moray's growers, makers and producers, as well as tickets for our Source to Sea programme.

With something for all to enjoy, Source to Sea was a wonderful chance to celebrate and appreciate Moray's rich culture, heritage and environment, and helped bring our audiences back together after months of coping with the impact of Covid-19.

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Executive Summary

Staged between July and September 2021, Source to Sea delivered:

- A programme of cultural events and activities delivered in a Covid-safe way.
- A high-quality programme which promoted and supported art, culture and the local area.
- Active participation from members of the public and local community groups, particularly young people.
- Development of local partnerships and collaborative working with national funders, local businesses, community and programme partners.

Source to Sea achieved:

Audience attendance totalling 3,595 people across our two-month programme

- Active community participation 250 local people
- 36 visiting and local artists supported through programme of events and activities
- Volunteering opportunities for 68 local community members.
- 11 freelance creative professionals provided with opportunities for work.
- 40 local growers, makers and producers promoted and supported through our Summer Mini Market Shop

Total overall audience attendance and participation of 4,000 people across our two-month programme.

Working partnerships included a range of businesses, the local hospitality sector, community groups, cultural organisations, third sector groups, heritage organisations, venues, schools, local artists and volunteers working together to host an unforgettable programme of events; these are the people who are the very backbone of the event.

One small community succeeded in showcasing the scenic locations of Moray, truly strengthening the status of the area as a Creative Place and providing a dynamic and engaged foundation on which local creativity can flourish from all year round.

Source to Sea Programme

Findhorn Bay Arts presented Source to Sea from July to September 2021. The programme highlights included:

Coastal Walks in Spey Bay, Findhorn and Burghead

Led by naturalist expert Eleanor Foster from local environmental education charity Wild Things! and Findhorn Bay Arts' artist Rachael Forbes, the walks invited people to consider the rich and varied ecology, geological history, landscapes and diverse wildlife of Moray's coasts.

Walks from Spey Bay to Garmouth, Findhorn to Culbin Forest, and Burghead towards Cummington via a wheelchair accessible path. Numbers for each walk were limited to 20 to ensure the safety of the participants.

Approximately 60 participants in total took part in the three coastal walks.



Mark Zygadlo WaterOrgan

Dumfries and Galloway-based artist Mark Zygadlo brought his highly unique, colourful kinetic artwork to the River Findhorn and Findhorn Bay. A pipe organ on the deck of a catamaran and pumped by a paddle wheel driven by the river's flow, the WaterOrgan gathered data from the river through a series of electronic sensors and processed it into sound sequences played in real-time.

The WaterOrgan was initially moored on the River Findhorn close to Logie Steading, where it could be viewed safely from the river path, before being moved to Findhorn Bay. Mark Zygadlo also discussed the inspiration behind the WaterOrgan in conversation with Jim Laughton of Ace Adventures at a special talk at Logie Steading.

An estimated 1,100 people visited the WaterOrgan over the four days that was moored on the waters of the River Findhorn.

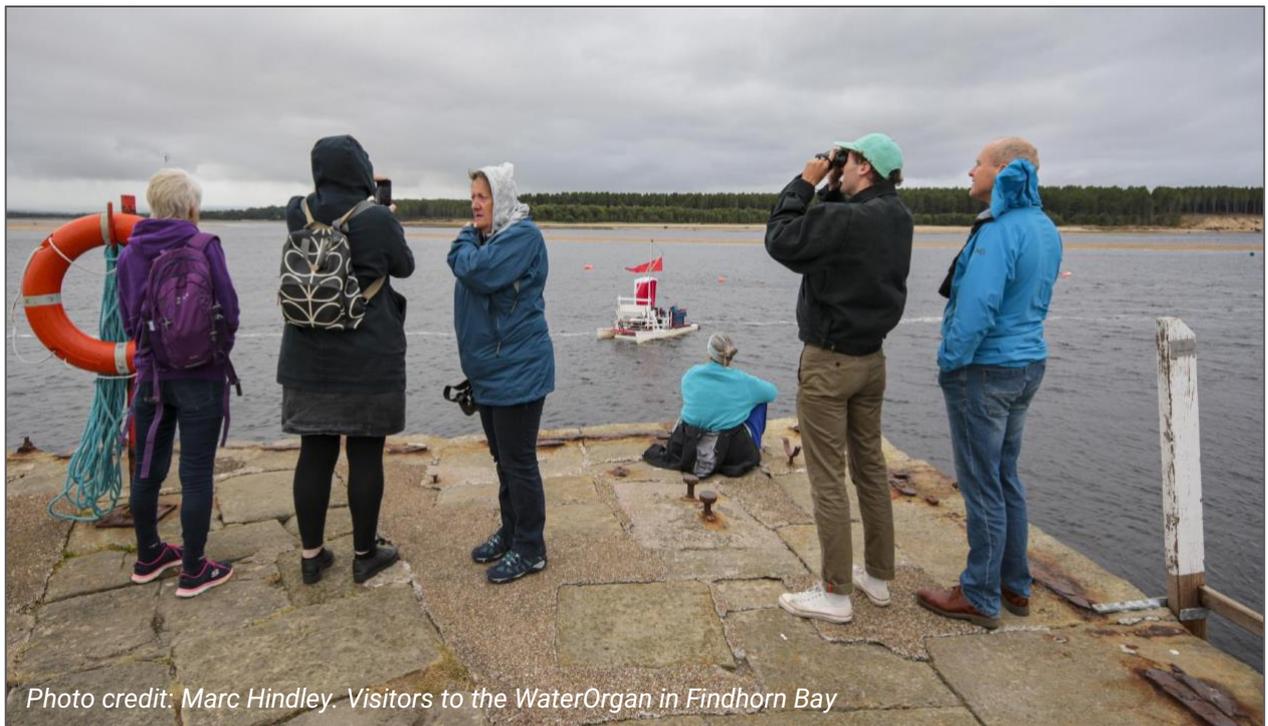


Photo credit: Marc Hindley. Visitors to the WaterOrgan in Findhorn Bay

Coleman & Hodges Northern Exposures

Findhorn Bay Arts' artists-in-residence, Coleman & Hodges, presented an evocative interactive installation of images and sound at the James Milne Institute. This marked the culmination of their residency with Findhorn Bay Arts, during which the artists worked with 75 local residents across Moray to install pinhole cameras in their houses and gardens. Each camera took a single long exposure image over four months in the winter of 2020, marking a collective capturing of time and place.

Approximately 270 people visited Northern Exposures at Findhorn's James Milne Institute.



Photo credit: Alex Williamson. Coleman & Hodges Northern Exposures

Oceanallover

Performance art company Oceanallover presented Ecdysis (In Vivo), an hour-long visual poetry performance and music event involving dancers, musicians, and sculptural costume. An Oceanallover collaboration with the legendary MC Sgt Pokes, it was provocative and inclusive, experimental and uncompromising. The performance featured live vocals from Pokes and Breezy Lee with costume by Dumfries and Galloway based artist and performance maker Alex Rigg in collaboration with the unique couturier, Mr Pearl.

With three performances held on Sunday 12 September at Wilkies Woods in Findhorn Hinterlands, 60 people enjoyed this unique experience.



Photo credit: Marc Hindley. Oceanallover in Wilkies Woods

STORM

Edinburgh-based Vision Mechanics made a welcome return to Moray with STORM on Saturday 11 September in Burghead. Artist Kate MacKay led local school children, families and community groups in willow fish making workshops, while the parade featured performances from a community percussion group coordinated by Carol Scorer, alongside the Elgin and District Pipe Band and Clavie King Dan Ralph.

Over 2,100 people from the local community gathered to see STORM rise in Burghead to tell the story of the oceans in crisis.



Photo credit: Marc Hindley. Elgin and District Pipe Band leading STORM down Grant Street,

Summer Mini Market Shop

Our pop-up shop at 86 High Street, Forres, was open each week on Thursday, Friday and Saturday from early July to early October. As a showcase for Moray's larder, the shop sold local produce from around 40 local growers, makers and producers, with an emphasis on organic, sustainable and handmade products.

The shop also acted as a creative focal point and hub for our audiences during the Source to Sea programme, in addition to providing part time employment for two young creative professionals from Moray.



Photo credit: Marc Hindley. Our Summer Mini Market Shop provided part time employment for two young creative professionals: Project Lead Jenny Brown and Shop Assistant Grace Green.

Objectives

Source to Sea was presented with the aim of achieving the following objectives based on key performance indicators:

1. To stage a summer programme of cultural events and activities for local communities that could be delivered in a Covid-safe way.
2. To produce a high-quality creative programme that promotes and supports art, culture and the local area.
3. To encourage active participation from members of the public and local community groups, particularly young people.
4. To build local partnerships and work collaboratively with national funders, local businesses, community and programme partners to deliver the programme.
5. To support Scotland's Year of Coast and Waters themed year by:
 - Running activities in line with YCW20/21 sustainability priorities including demonstration of steps taken to minimise use of single-use plastics across operations.
 - Evidence promotion of the YCW themes and messaging including use of official #YCW2021 hashtag as part of the overall event marketing and PR campaign, including across digital and social media.
 - Delivering effective and responsible regional marketing and promotional campaign to support the event being delivered outside the context of Source to Sea.
 - Demonstrate effective programming partnerships with new partners including launch, delivery and promotion.

Achievements – story of KPIs

Source to Sea achieved the following:

1. A Covid-safe cultural programme which adhered to Government guidance in relation to Covid-19. All events were carefully risk assessed. Many events were staged outside, and those events which were staged indoors were carefully managed to ensure social distancing could be observed. Hand-sanitising stations were also provided, and the wearing of masks encouraged.

2. A high quality cultural programme delivered in partnership nationally and internationally recognised artists and production companies to bring culture and creativity to local communities impacted by Covid-19. All events were situated within the stunning scenery and unusual locations which characterise Moray's coastal environment, while reflecting and engaging with the heritage and culture of its past and present. Locations ranged from the beaches of the Moray coast to the waters and bay of the River Findhorn, to the harbours of traditional fishing villages such as Burghead, and beyond.

3. Total overall audience attendance and participation from 4,000 members of the public, including local schoolchildren and multigenerational family groups, through to local artists, creative practitioners and professionals, representatives of local businesses, heritage organisations and community groups. Over 124 schoolchildren and their families were engaged by local artist Kate MacKay to make willow salmon and upcycled fish to greet STORM upon her arrival in Burghead.

4. Brought together a network of local, national and international funders, partners and sponsors. Our principal funders included Creative Scotland, Event Scotland and the Year of Coasts and Waters 20/21 Fund. Source to Sea was also part-financed by the Highland & Moray FLAG, European & Maritime Fisheries Fund Programme and the Scottish Government. Local partners included Bothy Bistro and Bootleggers Bothy, Logie Steading, Wild Things! and Nairn Book and Arts Festival.

5. Supported Scotland's Year of Coasts and Waters 20/21 themed year through a focused and extensive three-month marketing campaign reaching:

- Over 4,500 unique website visitors to our website (with over 12,000 page views).
- Over 7,500 social media followers via Facebook, Twitter and Instagram.
- Over 20 items of printed and online media coverage.
- A marketing campaign reaching a potential audience of almost 5m people.

Measurement

A variety of methods was used to measure and evaluate the achievements of Source to Sea based on information gathered as follows:

- **Audience Numbers and Origin.** Measured using:
 - Box Office records of ticketed events.
 - Headcounts at free events.
- **Participant Numbers.** Measured using:
 - In house record keeping.
 - Box Office records of ticketed events.
 - Reported numbers from school staff.
- **Volunteer Numbers.** Measured using:
 - In house record keeping.
- **Audience Feedback.** Obtained via:
 - Face to Face Feedback. Surveys were carried out by Findhorn Bay Arts staff and volunteers at various events over the summer.
 - Online Feedback. An online survey link was circulated after the event on social media and by email to ticket holders. 130 completed surveys were returned.
 - In addition to the survey returns, written feedback was received in comment books from some events and by direct letter and email to Findhorn Bay Arts staff.
- **Website and Social Media Data**
 - Social media analytics and website traffic enabled us to record the total reach of all marketing and communications outputs.
- **Newspaper circulation and online readership**
 - Officially audited figures for newspaper print circulation and online impressions detailing total reach of PR and marketing campaigns.

Evaluation of Objectives & Marketing Analysis

A strategic marketing plan for Source to Sea was implemented to help achieve the programme's key objectives.

Promotion via a various communications and marketing channels, using a range of digital and printed assets, helped spread the word about the programme and attract audiences, participants, performers and volunteers. Local engagement through posters, local advertising and word of mouth was also integral to Analysis of marketing activity, ticket sales data, event attendance, and results obtained from feedback surveys fed into the evaluation of each objective.

Objective 1: To stage a summer programme of cultural events and activities for local communities that could be delivered in a Covid-safe way

For Source to Sea, Findhorn Bay Arts focused on limited capacity events and activities which were specifically aimed at the local community, and which participants could enjoy in the open air or as part of a small socially distanced audience.

It is estimated that Source to Sea attracted a total overall audience attendance and participation of almost 4,000 people across its ticketed shows, exhibitions and large-scale free community events such as STORM. This figure reflects the total attendance of audiences, staff, volunteers, participants and performers across all events. It does not refer to unique visitors.

The audience attendance figure is made up of the following:

WaterOrgan	1,100
Northern Exposures	270
Coastal Walks	46
STORM	2,100
Oceanallover	69
AUDIENCE ATTENDANCE	3,595

Estimated overall audience attendance and participation:

Audiences	3,595
Active participants	250
Volunteers	68
Artists and performers	36
Local growers and producers	40
Personnel and staff	11

TOTAL ATTENDANCE AND PARTICIPATION 4,000

Postcode analysis was carried out to assess where audiences travelled from, box office records for ticketed events and reporting from evaluation survey results. From the postcodes gathered, visitors to Source to Sea hailed from Elgin, Forres and the surrounding area, supporting a marketing campaign which focused on attracting local audiences to reconnect through our cultural programme. (See the Appendix for more details.)



Photo credit: Alex Williamson. Our limited capacity, socially distanced coastal walks particularly appealed to multigenerational family groups.

Objective 2: To produce a high-quality creative programme that promotes and supports art, culture and the local area

As part of our commitment to promoting and supporting a creative community which had been impacted by the Covid-19 pandemic, Source to Sea focused on working with artists and creative practitioners who were predominantly drawn from the local area, and Scotland more broadly.

All artists were notable for having shown work nationally or internationally, and each delivered projects which reflected and responded to Moray's natural environment. Collaboration between artists and local Several local artists worked closely with local communities to engage them in creative activities in support of larger events.

In total we supported 36 artists through our Source to Sea programme:

WaterOrgan	2
Northern Exposures	2
Coastal Walks	2
STORM	22
Oceanallover	8
ARTISTS	36



Photo credit: Marc Hindley. Mark Zygaldó launches his WaterOrgan on the River Findhorn.

These statistics can be broken down as follows:

- **WaterOrgan**

Dumfries-based artist Mark Zygodlo and his assistant Jamie Grier

- **Northern Exposures**

Public artists Robbie Coleman and Jo Hodges

- **Coastal Walks**

Artist Rachael Forbes and naturalist Eleanor Foster of Wild Things!

- **STORM**

Moray-based artist Kate MacKay led fish-making workshops with schoolchildren and families in Burghead.

Percussionist Carol Scorer ran three drumming workshops with community groups in Burghead.

Artist Marion Normand worked with Burghead residents to make carnival costumes for the parade.

Fly Agaric circus performers Ruraidh Milne and Emma Robbie participated in STORM's parade.

Vision Mechanics crew of puppeteers and technical assistants totalled approximately fifteen personnel.

- **Oceanallover**

The performance troupe led by Alex Rigg included eight performers.

Fundamental to Source to Sea was the encouragement of our audiences to enjoy culture in Moray within the wider context of Scotland's coastal waters, thereby supporting the Year of Coasts and Waters 20/21 with site specific cultural experiences that were unique to Moray.

Events and activities were staged in locations which showcased Moray's stunning coastal and rural landscapes, while speaking back to the rich heritage and culture of the region.

These sites of historical interest included traditional fishing villages such as Burghead and Findhorn, rural settlements such as Logie and Forres, and the pine forests of Culbin and Findhorn Hinterlands. By choosing these locations, we enabled communities to

reconnect with the local landscape and natural beauty of Moray, while reminding people that culture is rooted in local communities.

Funding received by Findhorn Bay Arts for the Source to Sea programme was directly and indirectly reinvested in the local creative, retail and tourism economy in Moray.

Not only did our events increase visitor numbers to specific tourism destinations in the region – such as Logie Steading, Findhorn Marina and the Dolphin Centre at Spey Bay, but our support for creative local businesses and individuals extended to providing employment for 11 freelance professionals to support the planning, delivery and marketing of the programme.

To help deliver Source to Sea, Findhorn Bay Arts employed:

Photographer	2
Videographer	2
Arts Media Consultant	1
Technical Assistant	1
Events Assistants	3
Mini Market Shop Team	2

PERSONNEL 11

Our Summer Mini Market Shop on Forres High Street was operated by two dedicated staff members on a part time basis from Thursday to Saturday. The shop also provided a new route to market for many of Moray’s growers, makers and producers, supporting over 40 small businesses and individuals in their recovery from the economic impact of Covid-19. Additional marketing and promotional support for these businesses and individuals was provided through dedicated posts on social media.

An estimated 50 people visited our Summer Mini Market shop on each day it was open, a total of approximately 2,100 customer visits from July to September.

Objective 3: To encourage active participation from members of the public and local community groups, particularly young people

Source to Sea was designed to actively engage with Moray’s communities, offering much-needed opportunities to connect and draw creative inspiration in the wake of Covid-19. Because of the pandemic, many long-term community events and activities had been cancelled, taken online or run in a severely impacted way. With Source to Sea, Findhorn Bay Arts helped Moray communities to gather safely to enjoy high quality cultural programming for the first time in almost two years.

We engaged and encouraged the active participation of young people, their families and our diverse community by:

- Creating interesting and compelling content that spoke to a wide range of interests.
- Providing a range of opportunities for young people and their families to participate and engage in, such as beach cleaning, pin hole camera project, coastal walks.
- Offering a special ticket price of £5 for under 26 year olds.
- Involving the local community and in particular young people and their families in the creation of content for STORM procession and being part of the programme.
- Producing an audience development programme which signposted events and opportunities direct to our target audiences.
- Offering volunteering and work experience opportunities for people aged 16 years and over

The estimated total active participation figure for Source to Sea is:

Northern Exposures	57
STORM	193
TOTAL ACTIVE PARTICIPATION	250

Source to Sea successfully engaged with a broad range of community members and groups. From artists, creative and local businesses, to heritage organisations, community groups and schools, this inclusive approach to participation was core to our engagement strategy over the summer.

Active participation ranged from involvement in community planning in the delivery of STORM's parade through Burghead to the installation of pinhole cameras on people's homes for Coleman & Hodges' Northern Exposures.

Ticketed events such as our guided coastal walks were highly participatory, necessitating a physical commitment to be present within the groups, while attendees were encouraged to actively participate through exercises such as fire-lighting using lichen, studying trees and learning to whistle with kelp.



Photo credit: Marc Hindley. Carol Scorer's community percussion group leading the parade in Burghead.

Direct engagement with community groups in Burghead was conducted through extensive contact in person, telephone and email communication in the weeks and months leading up to STORM's arrival in the village. Key stakeholders such as the Clavie King Dan Ralph and Elgin and District Piping Band were engaged and invited to participate early in the process. Percussionist Carole Scorer's drumming workshops engaged 35 local people, all of whom took part in the parade with STORM, while a further fifteen people made costumes from upcycled and recycled materials with Marion Normand.

Moreover, all of Source to Sea's key events were family friendly and suitable for young people and children. Young people in Burghead were actively engaged prior to STORM's arrival to build enthusiasm and expectation. Moray-based artist Kate MacKay worked with children at Burghead Primary on a series of environmentally conscious creative activities, including a beach clean and workshops to make willow fish. Workshops were also run at Findhorn Hinterlands and Burghead Community Gardens over the summer.

In total over 124 primary school children in Burghead participated in workshops with artist Kate MacKay and took part in the parade with their families.

Findhorn Bay Arts commissioned emerging filmmaker Brodie Young to work with Kate MacKay to produce three videos showing people how to make the willow fish and other fish from recycled materials.

This successful engagement and level of participation reflects Findhorn Bay Arts continuing work with local schools and colleges through the IGNITE: Moray Youth Arts Hub, and programming such as *In The Mix*, *REMIX* and *AMP:Music*.



Objective 4: Brought together a network of local, national and international funders, partners and sponsors

It is a core aim of Findhorn Bay Arts to enhance the artistic reputation of Moray through the delivery of local events and projects and by creating and supporting partnerships with others.

As with previous large-scale events delivered by Findhorn Bay Arts, Source to Sea was characterised by collaboration and partnership working with core funders, local businesses, community groups and programme partners.

These partnerships substantially contributed to Source to Sea’s programme of activity and its effective delivery, while marketing activity through joint promotion helped to attract and engage with a wider audience.

To deliver Source to Sea, Findhorn Bay Arts worked with:

Major Funders	4
Business Sponsors	2
Programme & Community Partners	7
TOTAL OF SOURCE TO SEA PARTNERS	13

Major Funders

- **Creative Scotland**
The organisation provided core funding to Findhorn Bay Arts to deliver the Source to Sea programme
- **Year of Coasts and Waters Open Fund**
The Source to Sea was underpinned by funding from the Year of Coast and Waters Open Fund, which supported marketing and promotion. See Objective 5.
- **Event Scotland**
The organisation provided core funding to Findhorn Bay Arts to deliver the Source to Sea programme.
- **Highland and Moray FLAG**
The organisation provided core funding to Findhorn Bay Arts to deliver the Source to Sea programme.

Business Partners

- **West Beach Caravan Park and Bothy Bistro**
Offered in kind food and marketing support for STORM.
- **Logie Steading**
Provided technical and in-kind support for the installation and staging of Mark Zygadlo's WaterOrgan on the River Findhorn.
- **ACE Adventures**
Provided boat trips up the river Findhorn for families to get up close to view the WaterOrgan.

Programme and Community Partners

- **Wild Things!**
Provided in kind marketing and expertise support for our Coastal Walks.
- **Nairn Book and Arts Festival**
Partnered with us on the successful delivery of STORM and Oceanallover.

The appearance of STORM in Burghead was supported by several new local partners who worked with FBA to plan the event and recruit community participation.

- **Burghead Headland Trust**
- **Burghead and Cummington Community Council**
- **Burghead Community Garden**
- **Burghead Primary School**
- **Moray Council**

Collaborative partnership working enabled for a further reaching marketing campaign through partner social media channels, newsletters and staff network distribution as well as supporting venue use, and the in-kind contribution of materials, volunteer time, meals and some accommodation.

Objective 5. Supporting Scotland's themed Year of Coasts and Waters 20/21

Funding from the Year of Coasts and Waters Open Fund was fundamental to the delivery of Source to Sea, providing inspiration and thematic framework for the summer programme. It also fed into the marketing and communications strategy by providing a high profile, high impact brand to support and align with. This helped us to generate interest locally and nationally with potential partners, sponsors, funders, stakeholders, press and audiences.

Our successful PR and marketing plan deployed a combination of press announcements, traditional print adverts and editorial, social media, and the placement of printed posters and programmes throughout Moray and into eastern Highland.

All marketing and promotion through our social media channels referenced the Year of Coasts and Waters 20/21 themed year by using the dedicated hashtag #YCW2021, in support of our own hashtag #SourceToSea.

However, audience safety within the context of the evolving Covid-19 pandemic was paramount. When our events started, Scotland was still on Level 3 and this moved to Level 1 by September. This is reflected in our messaging and the decision to run a lowkey and locally focused marketing campaign.

Sustainability

In reflection of Findhorn Bay Arts' sustainability priorities, Source to Sea exemplified our ongoing approach to low impact programming and delivery.

During the run up to, and throughout our events, we:

- used renewable and/or recycled materials for print and catering wherever possible, and art making materials e.g., children's artworks as part of STORM, costumes for community drummers.
- used local suppliers wherever possible.
- ran a beach clean-up with children and their families in Burghead on the lead up to STORM.
- engaged with Moray Council Environmental team in the planning for events.
- emphasised the importance of shopping local, reducing food miles and choosing organic products through the messaging in support of our Summer Mini Market Shop.

Use of single-use plastics across operations was minimised wherever possible. Steps were taken to actively minimise paper waste: e-communications were prioritised, no paper tickets were issued, and attendees were discouraged from printing out confirmation details for events. To welcome STORM to Burghead, school children were led on beach cleaning activities and encouraged to make upcycled sea creatures from disposable materials.



Website

The Findhorn Bay Arts website homepage was updated with detailed listings for each event on the Source to Sea programme, supported by a large banner on the homepage. Tickets for events and activities were sold via TicketSource, while attendees for STORM were encouraged to register for free places.

Google Analytics data indicates that the Findhorn Bay Arts website received **over 4,400 unique visitors** from the launch to completion of the Source to Sea programme, generating **over 12,000 page views across the site**.

Over this period, the most popular pages were the homepage (3,328 views), the event listing for STORM (1,710 views) and the events listing (1,400 views).

In the same period, Google Analytics showed the breakdown of the main routes visitors took to access the website as:

WHERE WEBSITE TRAFFIC CAME FROM

Organic search (via search engine)	37.3%
Direct URL search	28.2%
Social media	19.6%
Email	7.89%
Referrals from links in other websites	7%

Social Media

Social media played a key role in promoting the Source to Sea programme. Facebook, Twitter and Instagram were used to connect with potential audiences with the aim of telling a compelling narrative to capture the imagination, increase audience engagement, and encourage bookings and attendances. Calls to action focused on events and activities were supplemented and reinforced by posts supporting event partners and supporters.

Facebook Summary – From July to Sept 2021

People reached	Net followers	Net engagement	Link clicks
49.2k	143	14.3k	689

Twitter Summary – From July to Sept 2021

Month	Tweets	Impressions	Visits	Mentions	New followers
Sept	56	19.5K	1,715	46	7
Aug	50	19.1K	854	22	5
July	82	30.7K	3,053	53	15

Instagram Summary – From 1 Sept to 18 Sept 2021*

Accounts reached	Accounts engaged	Total followers
5,441	387	1664

*Sample content: 10 Posts, 56 Stories and 3 Reels

Website Traffic from Social Media

Platform	Users	New Users	Sessions
Facebook	847	827	1,030
Twitter	25	22	28
Instagram	12	12	12

Photo credit: Marc Hindley. Oceanallover performing in Wilkies Woods.



Direct Marketing

The launch of Source to Sea was supported with a marketing e-shot to our mailing list of almost 1,000 subscribers. The programme launch email received an opening rate of 45%, with 1,207 total opens and 72 total link clicks.

Dedicated e-shots were subsequently sent in the build-up to key events, such as the weekend of the WaterOrgan’s installation on the River Findhorn, Coleman & Hodges Northern Exposures at the James Milne Institute and Oceanallover’s three performances at Findhorn Hinterlands.

Campaign	Open Rate	Total Opens	Total Clicks
Launch	45.5%	1,207	72
WaterOrgan / Coastal Walks	48.7%	820	70
Northern Exposures	48.5%	772	95
Oceanallover	47.1%	730	23

Print Media and Online News

Our approach to print media and online news focused upon targeted press releases and advertising with local media. We wanted to ensure that local communities would be prioritised and made to feel safe, and so kept our PR campaign localised and low-key.

Highlights of our press coverage can be found in the Appendix.

Our press release announcing the Source to Sea programme was sent to a range of national and regional press, and other cultural publications such as Art News. The Press and Journal was identified as a key publication for us, given its readership in the north of Scotland (85,000+ print circulation) eclipses that The Sun, The Daily Record and the Scotsman and Herald combined.

The launch of Source to Sea in early July was covered by the Press and Journal, the Forres Gazette, Northern Scot, Forres Local and Grampian Online. Art News covered the launch, and Moray Chamber of Commerce included it in a special edition of Highland News and Media's Executive Magazine.

STORM's appearance in Burghead in September was also covered in advance of the event by The Scotsman and the Press and Journal, and post-event by the Press and Journal and the Northern Scot.

Kresanna Aigner appeared on BBC Radio Scotland's Out of Doors on the morning of Saturday 25 July, the day the WaterOrgan opened to the public. With a weekly audience reach of almost 1m listeners (933,000), several visitors to the WaterOrgan that day reported hearing the interview on Out of Doors and deciding to come along.

Quarter page advertisements were placed in the Press and Journal (daily print circulation 85,000+) and three Highland News and Media titles: The Inverness Courier (daily print circulation 10,396), The Northern Scot (daily print circulation 5,390) and The Forres Gazette (daily circulation of 5,390), a total combined audience of 80,898 readers across the north of Scotland. Adverts in the HNM titles were run two subsequent times. All printed adverts included the logos of our core funders and supporters, including Creative Scotland, Event Scotland, and the Supported by Year of Coasts and Waters 20/21 logo.

Filming and Photography

We worked in partnership separately with a local videographer to document each Source to Sea event and activity. There was a multiple purpose to this: primarily, to record short films of key events to give the programme a live feel and prompt people to sign up to further events; to let participants feel involved in the activities and programmes by asking them for feedback during the event; and latterly to feed into a

Source to Sea highlights reel. Two short films were edited and shared via Facebook: one for the WaterOrgan installation and another for the Findhorn to Culbin coastal walk.

Film	Views	Reach	Reactions
WaterOrgan	1.2k	2.6k	90
Coastal Walk	264	589	17



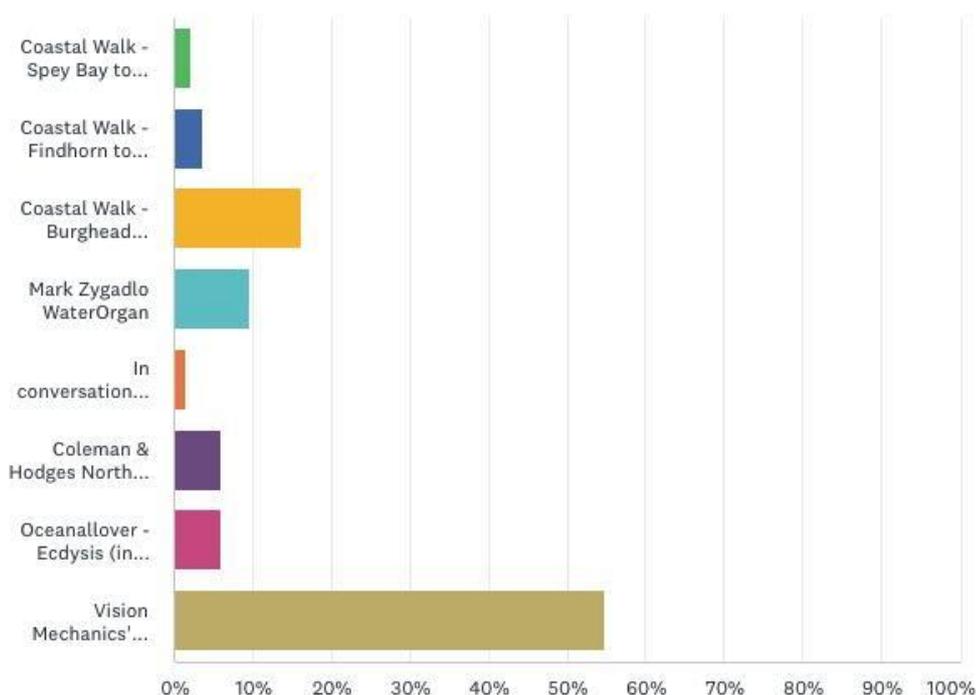
We also worked with a local photographer to document each key event and where possible the community-focused activities that underpinned the Source to Sea programme, particularly STORM's visit to Burghead. A selection of photographs is interspersed throughout this evaluation report.

Feedback

Participant feedback for Source to Sea was gathered during and immediately following each event and activity, followed by a further push at the close of the programme. Feedback was predominantly gathered electronically, after we decided against circulating printed surveys to minimise paper waste. The survey was sent by email to registrants for all our ticketed events, in addition to being shared via our e-newsletter, on social media and through our website. A total of 136 completed surveys were received.

To record audience spread across the Source to Sea programme, each respondent was first asked which event they attended. The most popular event was STORM’s appearance in Burghead, with over half of respondents (54.6%) reporting that they had attended the parade on Saturday 11 September.

Q1: Which Source to Sea event or activity did you attend?



Source: SurveyMonkey

Question 2 prompted audiences what had attracted them to this particular activity. Typewritten responses were received from 133 respondents. The word cloud below indicates the most frequently used words in the audience responses, which reference the programme’s being “interesting”, “unusual” or “different”.

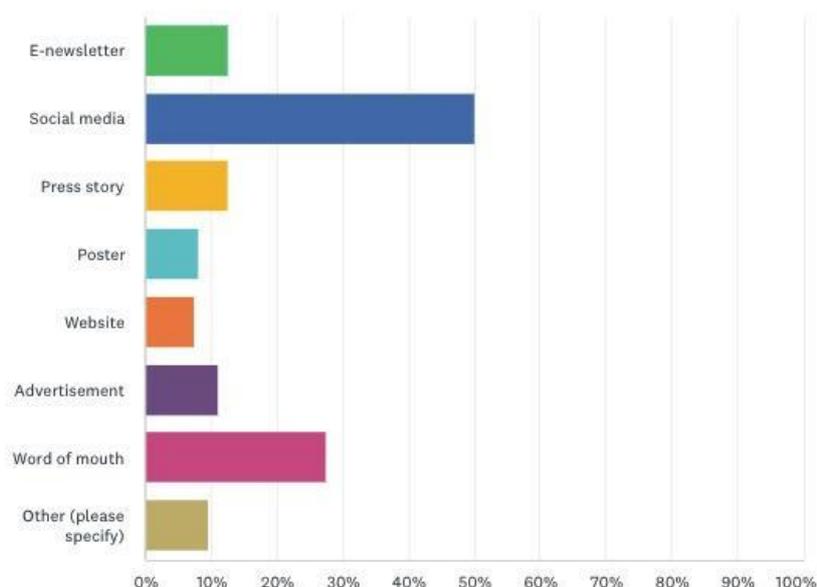
Q2: What was it that attracted you to this particular activity?



Source: SurveyMonkey

For Question 3 we asked our audiences how they had found out about Source to Sea. Half reported having heard about the programme via social media, while over a quarter heard through word of mouth. Our launch e-newsletter, press release and print advertisements also helped Findhorn Bay Arts achieve its marketing aims for Source to Sea, with the posters and website coming in at under 10%. But social media was the real success story: as evidenced in Section

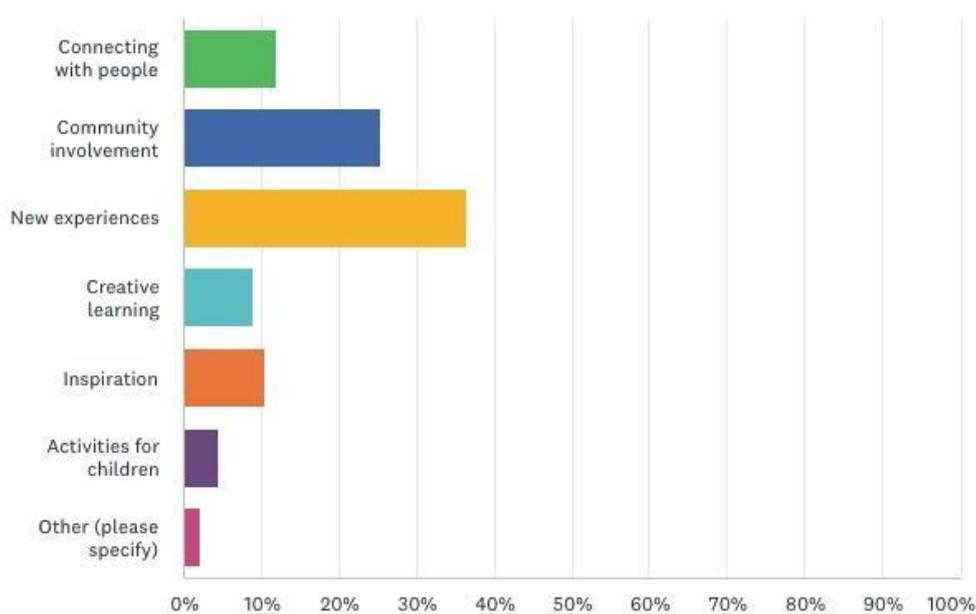
Q3: How did you hear about our Source to Sea programme?



Source: SurveyMonkey

Question 4 prompted participants what they most looked forward to when taking part in cultural events and creative activities. Over a third (36.6%) reported that it was for new experiences, while for a quarter (25.4%) it was for community involvement. A further 10% of respondents viewed Source to Sea events and activities as a way of reconnecting with people. This feedback reinforced our view that people had been missing cultural events and creative activities during the pandemic.

Q4: What do you look forward to when attending cultural events and creative activities?

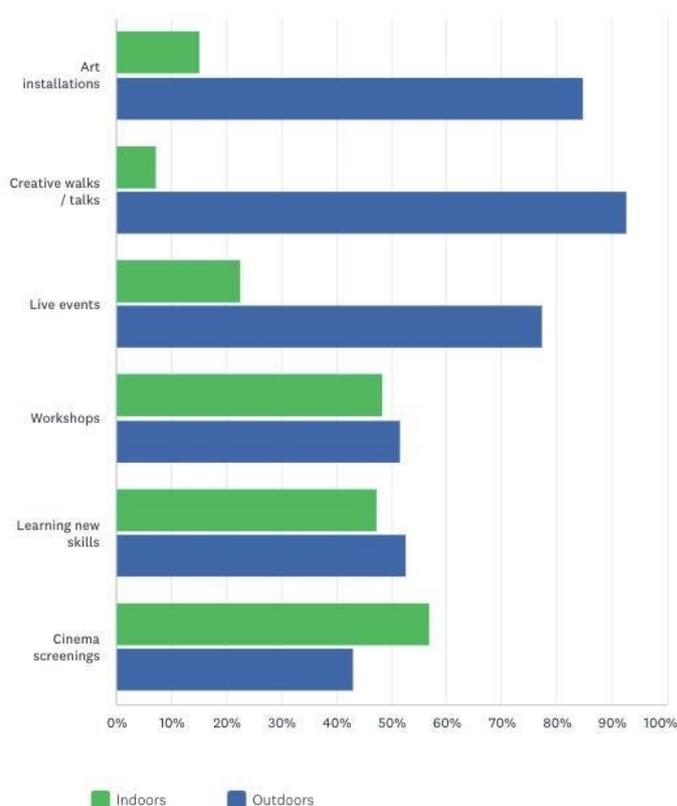


Source: SurveyMonkey

For Question 5, we asked people what kind of events and activities they would like to attend in the future. We wanted to do this for a number of reasons. First, to gauge how our audiences felt about returning to any kind of event within the context of Covid-19, and specifically, how they felt about indoor events. Secondly, to enable us to programme accordingly, and stage the kind of events and activities where there was clear demand from our audiences.

Overwhelmingly, our respondents favoured outdoor events and activities over indoor. Well over three quarters of respondents (85%) stated that they would like to see outdoor art installations compared to just 15% for indoor.

Q5: What kind of cultural events and creative activities would you like to see in the future?



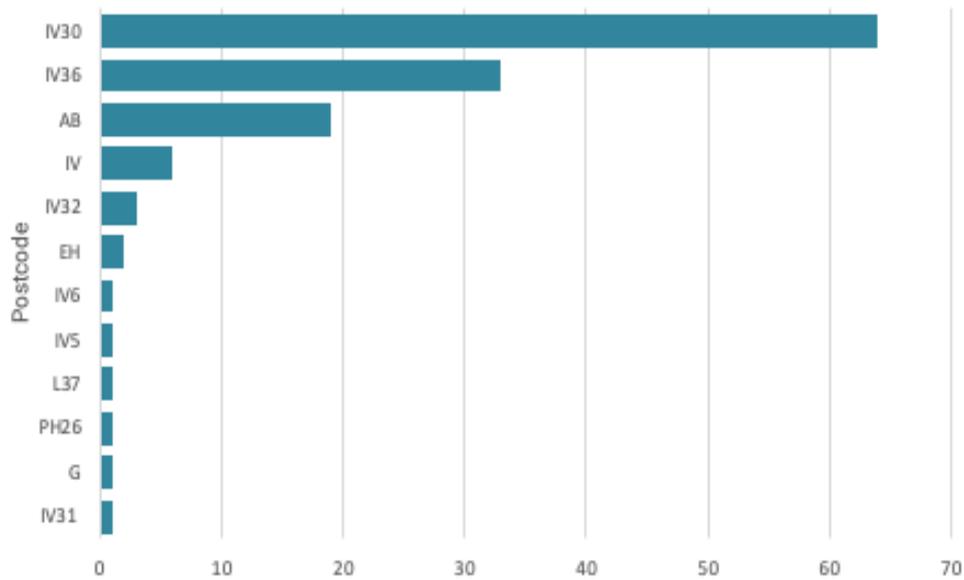
Source: SurveyMonkey

Similarly, 92.7% of respondents reported that they would like to see more creative walks and talks in the future, and over three-quarters (77.6%) favoured seeing live events in an outdoor setting.

While a small number of respondents added in the comments section that they would be happy to participate in both indoor and outdoor events and activities sometime in the future, open-air events which can be enjoyed safely and with social distancing are likely to be the norm while Covid-19 remains a risk.

Our PR approach for Source to Sea focused on attracting local audiences through a targeted marketing campaign. This was borne out by the survey responses to Question 6, which asked audiences to give their postcode. Almost half (48%) of survey respondents hailed from Elgin area postcodes (IV30), followed by almost a quarter from the Forres area (24.8%). A further 14.2% hailed from Aberdeenshire. Other audiences were largely drawn from Inverness and Fochabers area.

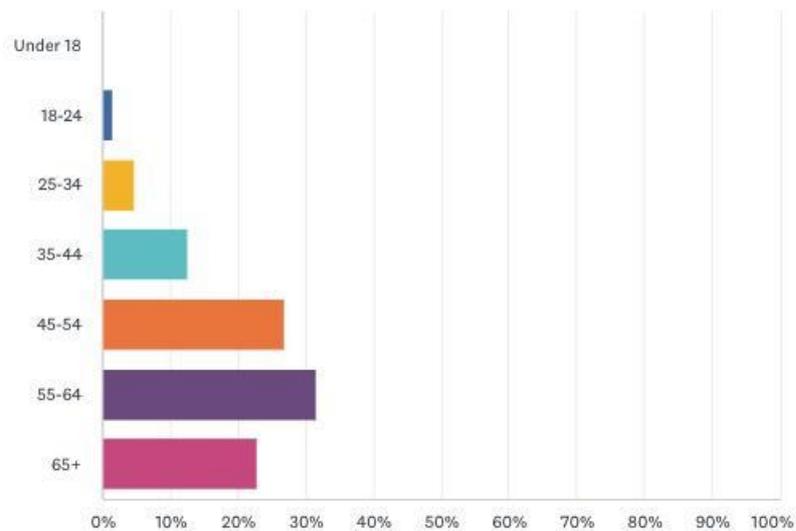
Q6: What is your postcode?



Source: SurveyMonkey

Question 7 explored the demographics of our Source to Sea audiences. Almost a third of survey respondents (31.5%) self-identified as being within the 55-64 age range, while just under a quarter (22.8%) identified as being over 65 year old. A further quarter (26.8%) were from the 45-54% age range.

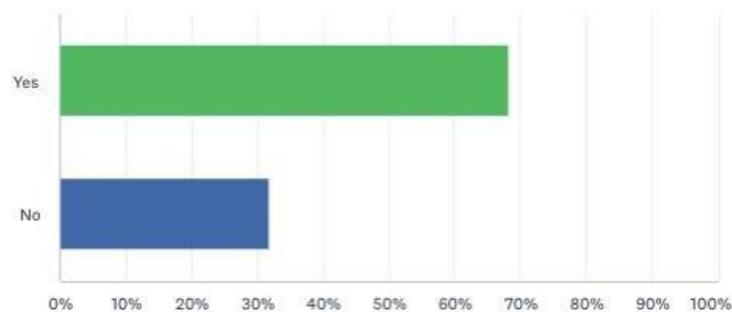
Q7: Age range?



Source: SurveyMonkey

The final part of our evaluation survey focused on Source to Sea’s involvement as a supported event of Scotland’s Year of Coasts and Waters 20/21. For Question 8 we asked our Source to Sea audiences if they were aware that 20/21 was a themed year. Over two-thirds (68.3%) reported that they were, while just under a third said that they were not.

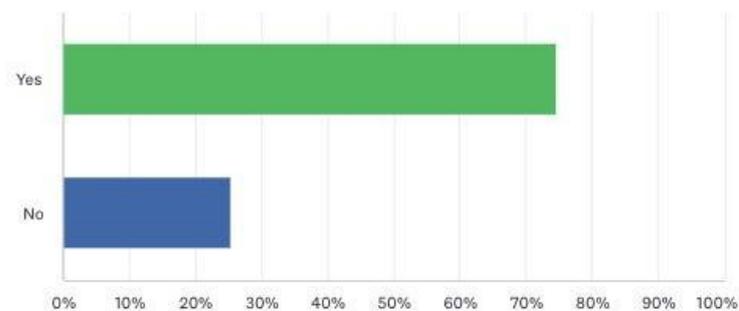
Q8: Are you aware that 2020/21 is a Themed Year celebrating Scotland's Year of Coasts and Waters?



Source: SurveyMonkey

This split in audience perception was virtually mirrored in the responses to Question 9, which asked audiences if they were aware that Source to Sea was part of Scotland’s Year of Coasts and Waters. Almost three quarters of respondents reported that they were (74%), while just over a quarter (26%) said that they were not.

Q9: Are you aware that Source to Sea is part of Scotland's Year of Coasts and Waters?



Source: SurveyMonkey

Question 10 developed this analysis further, by asking our audiences whether their participation during Source to Sea would encourage them to think more about their local environment, use Moray’s coastal waters more frequently or become more actively involved with preserving the marine environment. Broadly respondents took a positive view on these issues, with only a small percentage reporting that they would not engage more with Scotland’s coastal environment in the future.

Q10: After attending this event, are you more likely to...

	Yes	No
...appreciate Scotland's Coasts and Waters more?	85.8%	14.2%
...find out more about opportunities to get by, on or in the water?	72.7%	27.3%
...take a more active role in the preservation of our coasts and waters and/or marine environment?	79.2%	20.8%

Source: SurveyMonkey

We then invited respondents to give us their written feedback about Source to Sea. For a representative list of comments and quotes, please see the Appendix.

Key Event Impacts

From July to September 2021, Source to Sea brought people together across Moray to mark Scotland's themed Year of Coasts and Waters 20/21 with a cultural programme celebrating the region's rich culture, heritage and environment.

As evidenced in this extensive evaluation, Source to Sea succeeded in achieving its core objectives:

- The delivery of a summer programme of cultural events and activities which responded to and reflected pandemic conditions.
- Total overall audience attendance and participation of 4,000 people.
- Audience numbers of over 3,500 community members predominantly drawn from Elgin and Forres area.
- Approximately 250 local people engaged through creative learning and community participation activities, including over 120 school children in Burghead who welcomed STORM.
- Engagement and support of 13 major funders, business, heritage organisations and community groups.
- Showcasing and supporting 36 local artists and provided a platform for artistic collaboration between local and visiting artists and community groups.
- The recruitment of 68 volunteers to support events through stewarding, planning and production.
- Recruitment of 11 freelance creative professionals to support delivery and engagement.
- Employment of two young creatives to manage the Summer Mini Market Shop.
- Supporting over 40 local growers, makers and food producers through our shop, with 2,100 estimated total customer visits over the summer.
- Feedback from audiences indicating that Source to Sea helped them enjoy new experiences, feel creatively inspired and reconnected with others after Covid-19.
- Supporting Scotland's themed Year of Coasts and Waters 20/21 with 85.8% of our audiences agreeing that they would appreciate our coasts and waters more.

Appendices

1. Sample Media Coverage

Press and Journal - 13 July 2021 – Estimated reach: 85,000+ print, 1m+ monthly online (Figures DC Thompson).

The screenshot shows the top of a news article on 'The Press and Journal' website. The page title is 'Source To Sea celebrates Moray's culture and environment - including a stunning giant sea goddess'. The article is categorized under 'LIFESTYLE / ENTERTAINMENT'. The author is 'Jy Scott Begbie' and the date is 'July 13, 2021, 11:45 am'. The main image shows a large, brown, textured puppet of a sea goddess being moved by several people in yellow safety gear. To the right of the article is a sidebar with an advertisement for 'HSC' (HIGHLANDS HIRE & CONTRACTING LTD) for 'Plant & Labour Hire Driveways', and a Facebook widget for 'The Press and Journal' with 85,955 likes.

Forres Gazette – 08 July 2021 – Estimated reach: 1,316 (print). Figures for December 2020. Source: ABC Audit.

The screenshot shows the top of a news article on 'Forres Gazette' website. The page title is 'Findhorn Bay Arts unveils Source to Sea programme to celebrate Moray culture, heritage and environment for Scotland's Year of Coasts and Waters 20/21'. The article is written by 'Lorna Thompson' and published on '14:27, 09 July 2021'. The main image shows a large, brown, textured puppet of a sea goddess being moved by several people in yellow safety gear. To the right of the article is a sidebar with an advertisement for 'Try Listing Management Tool' by SEMRUSH, and a 'MOST READ' section with two articles: 'Body found in search for missing Helen Campbell' and 'Group proposes mountain bike skills area at Cluny Hill'.

The Scotsman – 14 August 2021 – Estimated circulation: 14,417 (Figures for February 2020. Source: ABC Audit.)

THE SCOTSMAN News you can trust since 1817

News Coronavirus Edinburgh Festivals Opinion Sport Arts and Culture Lifestyle Food and Drink Homes Heritage and Retro Future Scotland

National tour to spread climate crisis warnings revealed for Scotland's biggest puppet

A ten-metre tall puppet made out of recycled material is to tour of Scotland's coastal villages, towns and cities over the new few months to warn about threats to the environment and risks to the world's oceans and seas.

By **Brian Ferguson**
 Tuesday, 3rd August 2021, 11:47 am
 Updated: 22 hours ago

Premier Inn
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sky TV

SHOWS FOR EVERYONE
7 DAY FREE TRIAL

True comfort is knowing what you're getting
Rest easy from booking to bed
Only available at premierinn.com
Book direct

Most Popular
Venues, clubs and events can return without distancing curbs

2. Sample Social Media Stats

Twitter Activity for July 2021 – Programme Launch

Analytics Home Tweets More

Findhorn Bay Arts Sign up for Twitter Ads

Jul 2021 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 3,675 impressions
 #SourceToSea is our summer programme of events and activities to celebrate Scotland's Year of Coasts and Waters 20/21 (#YCW2021), set in the rural and coastal towns and villages of the Moray Firth Coastline.
 Here's what we have planned from July until September

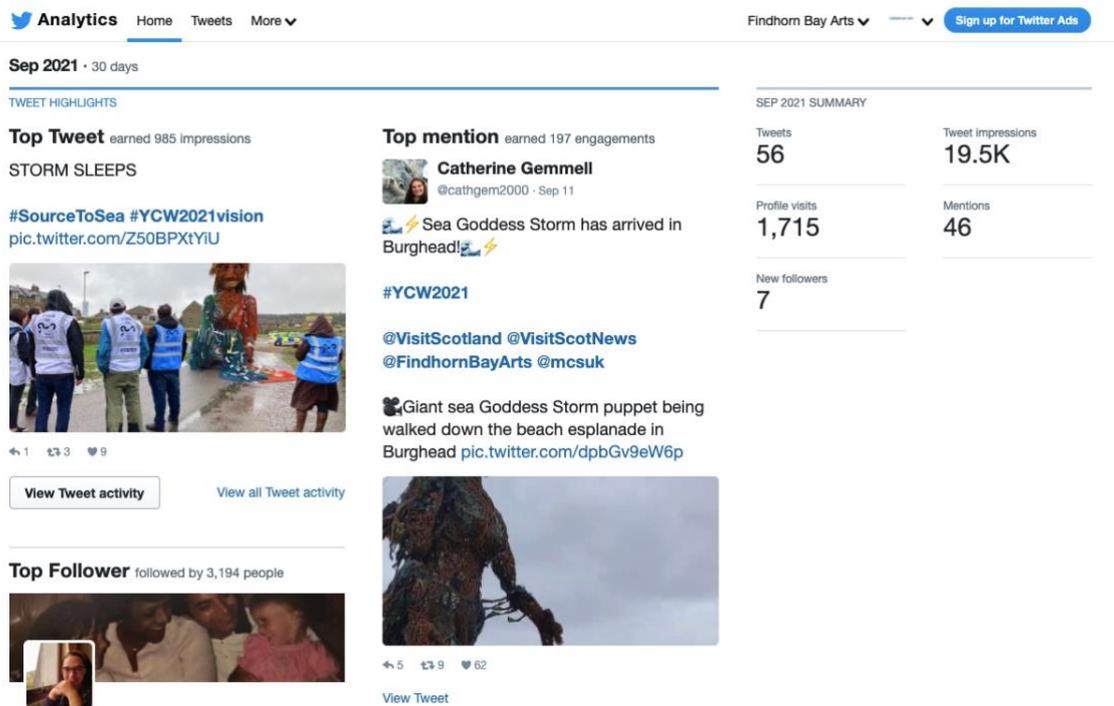
Top mention earned 34 engagements
Forres Local @ForresLocal · Jul 16
 Visiting the high street? Stop by at the new pop-up mini-market operated by @findhornBayArts – This week's speciality is a tasty, crispy tofu and spring vegetable noodle pot, feta and wild garlic muffins and Very Berry and Green Goddess smoothie.

JUL 2021 SUMMARY

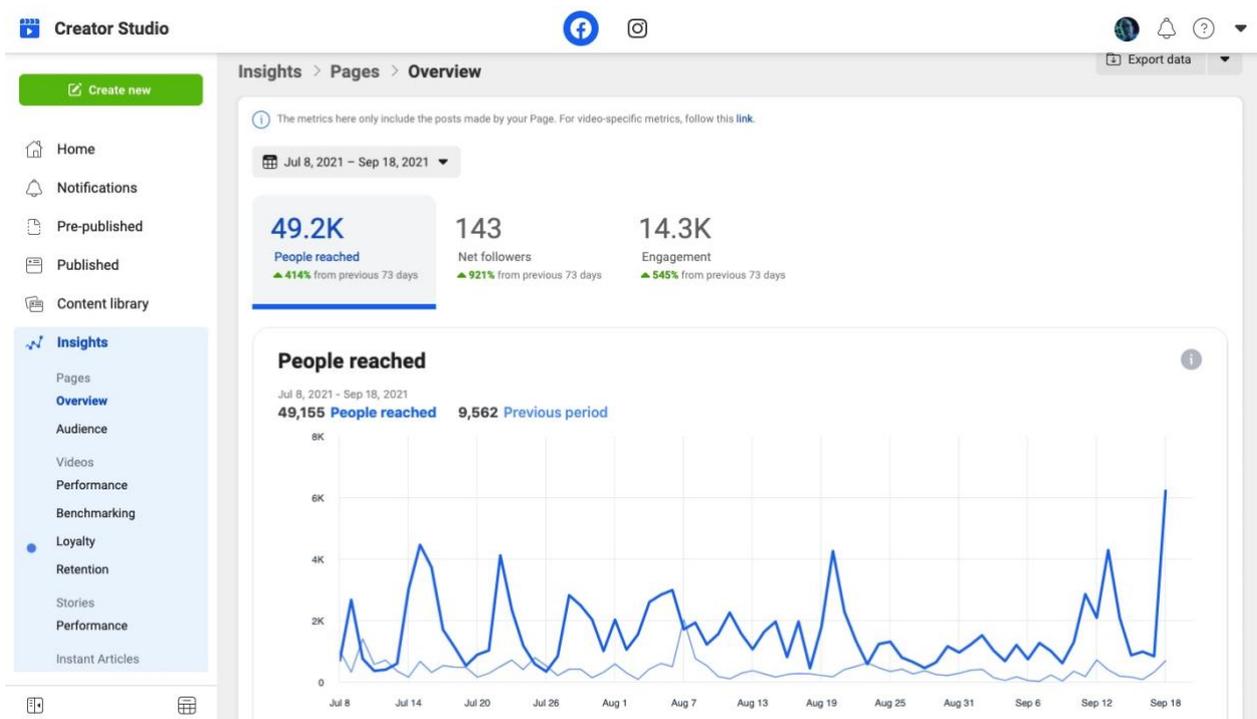
Tweets	82	Tweet impressions	30.7K
Profile visits	3,053	Mentions	53
New followers	15		

Top Follower followed by 7,562 people
Folk on Foot @folkonfoot

Twitter Activity for September 2021



Facebook Activity for Source to Sea July-September 2021



3. Feedback – Audience Members

WaterOrgan

“The WaterOrgan was wonderful!”

Audience member from IV30 (Elgin area)

“Thank you for the chance to go onto the river in the Ace Adventures boat, that just made the day.”

Audience member from AB54

Northern Exposures

“Northern Exposures was a wonderful experience and was so inspiring and beautiful. The photographs were stunning, and the exhibition was beautifully put together. I wished I could have been involved.”

Visitor from IV30 (Forres area)

“It was special to have live culture in our living environment. Brings relevant attention to our relationship with our land and landscape in the broader context of the climate crisis. Important.”

Visitor from IV36 (Forres area)

STORM

“Well organised, well promoted – here’s to more!”

Audience member from IV3 (Inverness)

“Amazed by the work of FBA in producing these events in the context of covid, so important for our communities.”

Audience member from IV36

“STORM was one of the most amazing sights ive ever seen. Especially coming to the small coastal town I live. My children loved it, my eldest was crying when it was over as she wanted STORM to come back. The people working STORM, despite needing to focus, were still so interactive and brilliant with the crowds and the kids. Just an incredible event. Can't believe STORM has been taken through so many towns and cities. Amazing.”

Burghead resident

Coastal Walks

“Wonderful experience - delighted to be part of it!”

Participant on Findhorn to Culbin coastal walk from IV36

“I think your events are inspired, and your staff are excellent xx”

Participant on Burghead to Cummingston walk from IV36

“I wish there were more events like this, thank you.”

Audience member from AB54

Oceanallover

“It was weird and really quite wonderful. Great venue at Wilkies Wood.”

Audience member from IV30

4. Feedback – Partners

I am delighted that Findhorn Arts are running the 'Source to Sea' programme of events through the summer, celebrating Moray's Coasts and Waters and giving people the opportunity to enjoy and appreciate Moray's culture and heritage. We are assisting the programme by providing £27,000 in funding to Findhorn Arts, through the Year of Coasts and Waters Open Events Fund. This funding will help towards the re-opening of our culture sector, a vital part of our recovery from the pandemic and ensures that local organisations, businesses and artists are at the heart of it.

Culture Minister Jenny Gilruth MSP

We were delighted to be involved in hosting Mark Zygadlo's WaterOrgan as part of FBA's Source to Sea. Getting this remarkable floating instrument in and out of the River Findhorn near Logie Steading where the topography is quite dramatic was a challenge and we were all very glad to see it floating tunefully on the water in one piece!

We were among the many visitors to Logie Steading who enjoyed seeing and hearing it in this magical setting before it moved on - a little earlier than initially planned due to the unpredictable nature of the Findhorn - to the mouth of the river for more people to enjoy. Thanks to Kresanna for her unwavering enthusiasm and belief that these things can and will happen, and to, Mark, Gill, James and all involved.

Alec and Jo Laing, Logie Estate

We are extremely proud to have supported STORM and her visit to Burghead. What a fantastic experience for our local community.

Ruth Scott, Bothy Bistro and West Beach Caravan Park

The visit of Storm was an incredible and truly memorable day for the people of Burghead who responded with pure delight, awe and immense pride as the magnificent puppet with her strong environmental message paraded through their village. An unforgettable experience!

Liz McKnockiter, Burghead Community Council and Burghead Community Garden