

# FINDHORN BAY FESTIVAL

23 SEP - 2 OCT 2022

MUSIC  
THEATRE  
DANCE  
CIRCUS  
EXHIBITIONS  
OUT & ABOUT  
FAMILY EVENTS



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## Message from the Findhorn Bay Festival Director

The 4<sup>th</sup> Findhorn Bay Festival presented a journey of exploration and discovery for Scotland's Year of Stories, offering glimpses into the past and hopes for the future, and experiences of nature, culture and adventure.


From 23 September to 2 October 2022, communities in Moray and beyond had a unique chance to celebrate and appreciate Scotland's stories, heritage, landscape and people.

Set in unexpected spaces and scenic locations, the Festival brought together a vibrant mix of outstanding Scottish art, theatre and performance, storytelling and live music, alongside celebrations of food and drink, family-friendly events and a whole host of open and accessible creative activities.

Findhorn Bay Arts has a strong track record of engaging with a wide range of local and visiting audiences, as well as local and visiting artists and creative practitioners. During the Covid-19 pandemic we continued to connect with our local community and deliver events and activities such as our Source to Sea programme in support of Scotland's Year of Coasts and Waters 20/21.

The 4<sup>th</sup> Findhorn Bay Festival successfully deepened and widened this engagement to shape the Festival and reconnect with festival audiences after a pause of four years due to the Covid outbreak, as well as to building connections with new audiences and participants.

This Evaluation Report gives an overview of our objectives, what this year's Festival achieved, and opportunities to develop our creative vision for the future.



**Kresanna Aigner**  
**Festival Director**

## FINDHORN BAY ARTS

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# Executive Summary

From 23 September to 2 October 2022, the 4<sup>th</sup> Findhorn Bay Festival presented a ten-day journey of exploration and discovery for Scotland's Year of Stories, offering glimpses into the past and hopes for the future, and experiences of nature, culture and adventure.

## **The 4<sup>th</sup> Findhorn Bay Festival delivered:**

- An exciting and interesting programme of high-quality events and projects attracting engagement with a wide variety of audiences and participants.
- A programme of arts and culture relevant and accessible to the local area.
- The opportunity for local artists to develop skills and networks.
- Connections between programmed events with local artists, communities and spaces.
- A unique showcase for all artists with collaboration, performance and community engagement activities.
- Lasting links and networks between programmed artists and companies.

## **The 4<sup>th</sup> Findhorn Bay Festival achieved:**

- Over 90 ticketed and free events across 10 days.
- 11,061 attendances across its free and ticketed events and activities.
- Brought together 281 individual artists and creative practitioners.
- Employment of 327 creative professionals and artists.
- Participation from over 898 people, including 69 volunteers.
- Support from approximately 40 business and community partners.
- A media and advertising campaign reaching over 18m people.
- An estimated £987,948 in local economic benefit.

The event producer, Findhorn Bay Arts, developed a range of working partnerships to help deliver the Festival, collaborating with funders, business sponsors, local hospitality businesses, community groups, cultural organisations, third sector groups, heritage organisations, venues, schools, local artists, event management and production crew, and a team of volunteers largely drawn from the local community. Without their support, none of this would be possible. Please see Appendix 2 for a full list of partnerships.

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# Introduction

Findhorn Bay Arts (FBA) is an award-winning creative producer of cultural events and activities rooted in the communities of Moray. FBA have grown from its initial Culture Day celebration, first held in 2013, to establish a year-round programme of high-quality arts and cultural activities for young people and their families, locals and visitors alike, including the flagship biennial Findhorn Bay Festival.

Driven by a passion to celebrate and promote the area as a place of outstanding arts and culture, Findhorn Bay Arts was established in 2012 as a non-profit organisation and company limited by guarantee (SC413997). In 2020, FBA became a charity registered with the Office of the Scottish Charity Regulator (SC049867) further cementing their aim to bring increased creative opportunities and investment to the communities that they work with.

Findhorn Bay Arts' development has been significantly informed by a desire to increase recognition for the Moray creative sector and for the positive role that arts and culture can make to so many parts of our lives. FBA have been a driving contributor to the revitalisation of the region as a creative place, including establishing Ignite: Moray Youth Arts Hub, cofounding the Culture Cafe creative network and contributing to the Moray Cultural Strategy: We Make Moray - which was prepared in the shadow of negative news stories about lack of support for arts and culture in the region.

FBA are based in the town of Forres - situated in the west of Moray and adjacent to Findhorn Bay - the large tidal basin from which they, and the festival, take their name. The surrounding communities of Forres, Findhorn, and Kinloss have been key sites for festival venues for the first three editions. However, FBA's other strands of work make increasingly wider connections through year-round activities that connect with audiences, participants and artists across Moray and beyond.

As the only multi-arts producer working within this part of Scotland, FBA increasingly understand their role as a key part of national cultural infrastructure - and as such our activities are aligned to regional and national cultural strategies including those from Moray Council, Moray Community Planning Partnership, Moray Speyside Tourism, Visit Scotland, Creative Scotland and The Scottish Government.

This report presents the outcomes of the 4<sup>th</sup> Findhorn Bay Festival evaluation and marketing review and draws on the feedback received from survey questionnaires, in house monitoring, direct feedback, and through marketing analysis.

This evaluation highlights and supports the key event objectives, provides a context to inform the experiences of our stakeholder groups, and will enable FBA to develop, improve and grow its creative programming and activities in the future.



## Festival Overview

Findhorn Bay Arts presented the 4<sup>th</sup> biennial Findhorn Bay Festival from Friday 23 September to Sunday 2 October 2022 – a spectacular ten-day celebration of arts and culture staged in unexpected spaces and scenic locations in Moray. After the Covid-19 pandemic forced the cancellation of the event in 2020, it was the first Festival to be held for four years.

As with previous years, the purpose of the Festival was to stage a programme of high-quality arts and cultural events and activities in rural Moray, bringing together visiting artists from across Scotland and beyond to perform alongside local artists and members of the community. Across the ten days, the Festival played host to 90 events held in over 20 unique local venues and situated among stunning outdoor settings.



Festival Director Kresanna Aigner launching the 4<sup>th</sup> Findhorn Bay Festival on board the Tall Ship, the Lady of Avenel, with FBA Board member Brian Ó hEadhra and skipper Barry Nisbet (photo credit: Paul Campbell).

Presented in partnership with Scotland's Year of Stories, audiences were entertained with a unique and vibrant mix of theatre and performance, exhibitions and live music, fine art and photography, talks, film, family events and free activities, including a visit by the Tall Ship, the Lady of Avenel, to Buckie Harbour.

The Festival showcased and celebrated Scotland's unique culture and artistic talent in a range of creative, engaging and inspiring ways, providing inspiration to local and visiting audiences alike, and helping to support the Moray region and its communities after several years of living with the Covid-19 pandemic.

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From music to art, to drama and live performance, the Festival programme encompassed the breadth of outstanding talent from Scotland and beyond, with showcase performances from Martin Simpson, Findlay Napier & Malcolm MacWatt; Calum Stewart performing Tales from the North; Karine Polwart & Dave Milligan; Magnetic North's Lost in Music; the RSNO's Yoyo & The Little Auk; Hamish Napier performing his album The Woods; Dean Owens & The Sinners; Scottish Opera's Opera Highlights; Kathryn Williams and Siobhan Wilson; Heal & Harrow; Constellation Points' Rocket Post!; Bombskare; PyroCeltica; Dance North's SAVAGE; Company of Wolves' Unbecoming - and many more.

## **Scotland's Year of Stories**

As a partner event for Scotland's Year of Stories (YS2022), the 4<sup>th</sup> Findhorn Bay Festival embraced and celebrated VisitScotland's themed year through an especially curated programme of signature events.

The Festival programme for Scotland's Year of Stories 2022 was no different, with each of the stands providing the opportunity to explore a diversity of voices, places, people and cultures from our local stories of past and present.

The Year of Stories partnership built upon the high levels of success and engagement we have seen from our involvement in previous themed years, while complementing our programme for the 4<sup>th</sup> Findhorn Bay Festival, which like all our work at present is an important resource in the recovery from the Covid-19 pandemic providing our communities with an opportunity to share stories, experiences and reconnect.

The programme connected both local people and visitors alike with the culture, heritage and natural landscape through our rich bank of stories meeting the key aims and purpose of this fund.

The Year of Stories programme components constituted the highlight elements of our 2022 Festival programme. To produce these signature Year of Stories events we were reliant on additional funding, sponsorship, partnership working and in-kind support.

Appendix 1 details the full 4<sup>th</sup> Findhorn Bay Festival activity. A copy of the full Festival programme can be viewed online or [downloaded here](#).





The RSN0's Yoyo and the Little Auk at Forres Town Hall (photo credit: Marc Hindley)

“The Auk animation and RSN0 performance in Forres was FANTASTIC. The people were so welcoming, and the kids were free to be kids - the sitting area with cushions was great for relaxing and made a great environment for everyone to enjoy.

**Audience member, Highlands resident**

## **Wider Context**

Since January 2020, the Covid-19 pandemic has presented an unprecedented challenge to Scotland’s cultural sector. It has closed venues – some permanently, such as Edinburgh’s Filmhouse; put others under considerable financial pressure, such as Inverness’ Eden Court; forced the cancellation or postponement of countless events; and has left thousands of artists, writers, musicians, and performers – and others employed in the cultural sector – facing a severe threat to their livelihoods. Some have left the sector altogether. Since the pandemic, the culture and events sectors in Scotland have been reporting on average a 30-40% reduction in audience figures.

After the emergence of Covid-19 in early 2020, we took the incredibly difficult decision of cancelling our planned Festival that year. This four-year gap between the third and fourth Festival was not insignificant. It meant Findhorn Bay Arts had to rebuild audience, funder and partner awareness of the Festival programme, while

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dealing with reduced public confidence in the presence of large scale events in rural communities like ours.

The emergence of the Omicron variant towards the end of 2021, presented the most significant challenge to planning and delivering the Festival. The heightened transmissibility of Omicron compelled us to pause, reflect and consult widely on the viability of the Festival and whether we could go ahead.

This uncertainty impacted on our fundraising efforts with funders, partners and potential local business sponsors, many of whom had also been impacted by Covid-19. It also meant we could not pick up on programming and planning until later in Feb once the route map and impacts of Omicron became clear.

By February 2022 the scientific community had a better understanding of the new variant, and the Scottish Government had announced a new pathway for the ending of Covid restrictions - both of which enabled us to continue our Festival planning. What was clear was that we had to be able to adapt and be flexible as we shaped these plans - and that planning for Covid would have to be part of our design.

In terms of the Festival programme, the key change we made was to expand from a five-day Festival to a ten-day event. This decision to move to a longer Festival was taken to give us space and time between events. This served a dual purpose of ensuring that the Festival would feel more spread out and safer for audiences, while giving us spare capacity in the programme to make programme changes or adjustments if we needed to.

We also noticed a significant impact on audience behaviour in 2022. There are challenges in drawing audiences and performers to geographically remote locations such as Moray – but these are challenges that we have successfully risen to and overcome in the past.

This year, the Festival faced a nexus of new challenges, not least the growing cost-of-living crisis: a perfect storm of factors which include Covid-19, the UK's exit from the EU, the War in Ukraine, inflation, rising food, fuel and energy costs, and the disastrous mini budget (delivered on 23 September – the first day of our Festival).

These combined had a huge effect on consumer confidence and spending on non-essential items such as tickets to cultural events. Nationwide train strikes on 15, 17 September and 26 September 2022 arguably further impacted on our potential audience numbers.

Despite these challenges, the Festival continues to perform an invaluable role in driving domestic and international visitors to local high streets, boosting consumer spend on food and drink and accommodation and has a demonstrable impact in economic terms.

It helps to nurture and provide a platform for local creative talent and provides employment opportunities both for creative practitioners and Festival support staff.

It provided an opportunity for members of the local community to come together - after two years living with Covid-19 - to celebrate Scottish stories and the breadth of Scottish culture and creativity on their doorstep, and feel collectively part of a large-scale, accessible and inclusive event once again.

The importance of culture and creativity on physical and mental health and wellbeing here in Moray cannot be overstated, and both Findhorn Bay Arts and the Findhorn Bay Festival continue to play an important role in giving individuals and groups the opportunity to reconnect, re-engage and be inspired through events and creative learning and participation.

We know how vital the arts are for physical and mental health and wellbeing, and how important that they continue to be supported in Scotland, now and in the future.



“Every experience was moving and reconnected me to the beauty of creativity and expression.”

**Audience member, Moray resident**



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# Achievements

## The 4<sup>th</sup> Findhorn Bay Festival 2022 achieved:

1. An estimated attendance of 11,061 across ticketed and free events throughout the ten-day Festival, including audiences, staff, volunteers, participants and performers and a breakdown of attendances from:

- 50.7% Regional
- 41.1% National
- 7.1% Rest of UK
- 1.1% International

2. Participation from 898 members of the public, including local artists and representatives of local businesses, heritage organisations and community groups.

3. Provided a platform to showcase the creative talents of 281 individual artists and groups, enabling numerous collaborative performances and projects to be successfully delivered.

4. Supported the employment of 327 people – including core team, Mini Market Shop and Box Office Assistants, technical support staff and freelance creative professionals.

5. Worked collaboratively with 40 funders, businesses, community and programme partners to deliver the Festival.

6. Recruited 69 volunteers to support the Festival and offer experience in customer care and front of house stewarding.

7. Produced a high-quality Festival that promotes art, culture and the local area.

8. Raised the profile of the Findhorn Bay Festival, Findhorn Bay Arts and Moray's local arts and cultural sector over a five-month campaign period by gaining:

- Over 9,000 unique website visitors to findhornbayfestival.com.
- Over 9000 social media engagements via Facebook, Twitter and Instagram.
- Over 50 items of printed and digital media coverage, reaching over 700K people.
- A total campaign reach of 18m million people.

9. Contributed an estimated £987,948 to the local economy through:

- £752,120 from visitor spend (estimated using the VisitScotland visitor spend economic measurement).
- £235,828 from the allocation and local spend of project budgets.



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# Measurement

A variety of methods were used to measure and evaluate the achievements of the Festival based on information gathered from stakeholder groups as follows:

- **Audience Numbers & Origin.** Measured using:
  - Box Office records of ticketed events.
  - Headcounts at free events, creative activities and markets.
  - Postcode analysis from ticket sales, survey responses and front of house collection.
- **Participant Numbers.** Measured using:
  - In house record keeping
  - Box Office records of ticketed events
  - Reported numbers from free events
- **Volunteer Numbers.** Measured using:
  - In house record keeping
  - Data collection from partner organisations
- **Audience Feedback.** 274 survey returns obtained via:
  - Online Feedback. An online survey link was circulated after the event on social media and by email to ticket holders.
  - In addition to the survey returns, written feedback was received by direct letter and email to Findhorn Bay Arts staff.
- **Economic Impact.** Measured using:
  - Online Feedback. An online survey link was circulated after the event on social media and by email to ticket holders.
  - In addition to the survey returns, written feedback was received by direct letter and email to Findhorn Bay Arts staff.

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# Evaluation of Objectives & Marketing Analysis

A strategic marketing plan for the 4<sup>th</sup> Findhorn Bay Festival was implemented to achieve Findhorn Bay Arts' objectives.

Festival promotion through active marketing, social media campaigns and local engagement was integral to spread the word about the Festival, and attract audiences, participants, performers and volunteers.

The analysis of marketing activity, ticket sales data, event attendance, and results obtained from feedback surveys was used to evaluate each Festival objective and provide an analysis of the marketing activity undertaken.

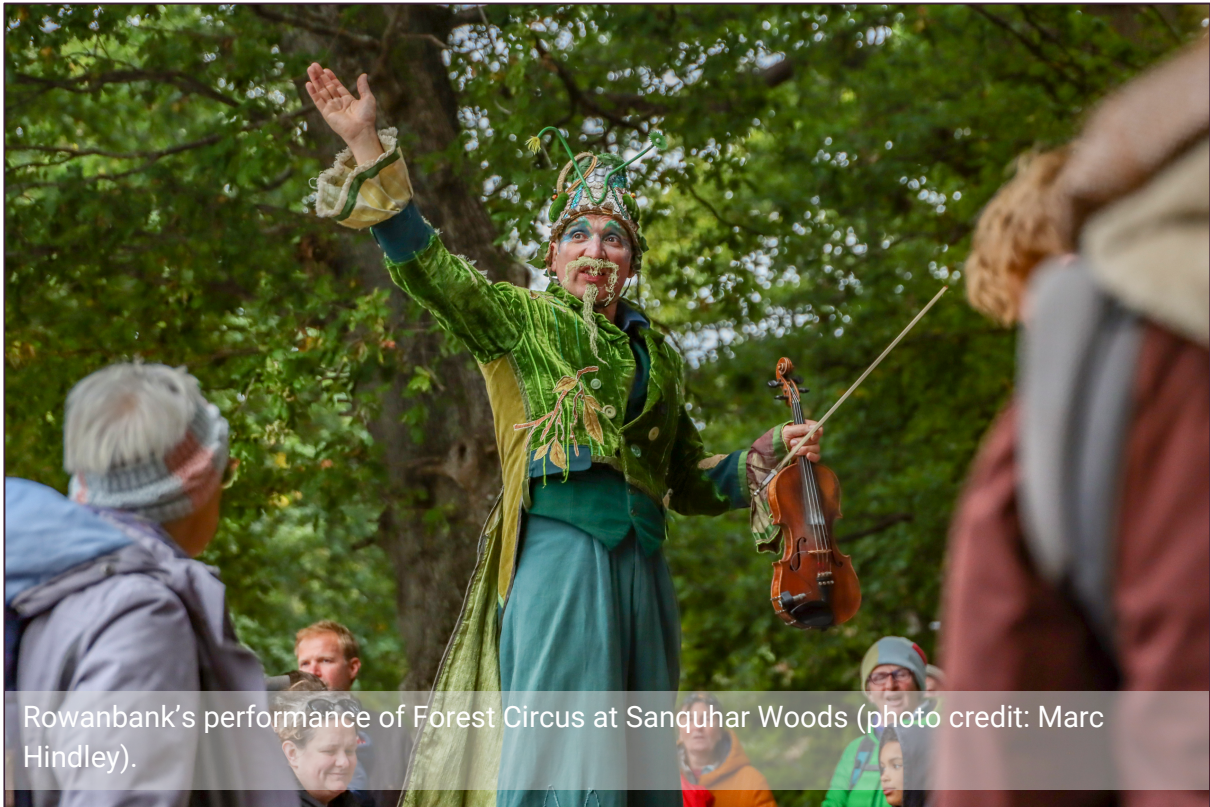
## Achievement 1: Audience Numbers & Origin

**Achieved:** Estimated 11,061 attendances:

- 50.7% Regional
- 41.1% National
- 7.1% Rest of UK
- 1.1% International

**Outcomes:** The Festival successfully attracted over 11,000 attendances demonstrating both the successful curation of the creative programme, and the delivery of a targeted promotional strategy to support it. The Festival attracted visitors regionally, nationally, from UK wide and internationally. The breakdown of where visitors came from illustrates a much greater than expected national attendance, while support among local audiences remained as strong in previous years. The increase in national attendance is a welcome positive outcome of the 2022 Festival, showing that the awareness and interest of the Festival continues to spread beyond Moray and capture the attention of those from across Scotland, helping to support domestic tourist growth.

The 4th Findhorn Bay Festival attracted a total attendances figure of 11,061 across its ticketed shows, free events and creative activities. This attendance figure reflects the total attendance of audiences, staff, volunteers, participants and performers across all events throughout the six days (**note: it does not refer to unique visitors or ticket sales**).



This attendance figure is made up of the following:

<b>TOTAL ATTENDANCE</b>	<b>11,061</b>
Audiences	9,836
Staff	46
Volunteers	69
Participants	829
Performers	281

The audience figure of 9,836 was made up of attendances at the following:

<b>AUDIENCE ATTENDANCE</b>	<b>9,836</b>
Ticket sales	5,030
Free events	4,806

The estimated 11,061 attendances at the Festival – which is a slight reduction on

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attendance figures for the 2018 Festival – reflects how the cultural events sector has changed in the post-Covid landscape.

Autumn 2022 also saw the emergence of a cost-of-living crisis following Russia's invasion of Ukraine (which, coupled with the aftershocks of Brexit and Covid-19, saw a significant spike in food, fuel and energy prices), all of which had impacted ticket sales and audience attendances compared with years previous.

Many venues and arts organisations had been reporting a significant drop in audience numbers across Scotland. Consequently, in-person attendances for the 4<sup>th</sup> Festival were down on figures for previous events.

Nevertheless, this achievement is testament to the strategic programming of the Festival which included:

- A blend of varied and high-quality programming encompassing exhibitions, live music, theatre, dance, multimedia performances
- A mix of free exhibits and events.
- Accessible ticket prices with pay what you can ticket pricing and several free to attend events.
- Programming to suit families, children and adults alike – offering something for all.





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The high audience attendance can also be attributed to the successful targeted Festival marketing plan which used a combination of traditional print adverts and editorial, social media, and the planned placement of print copy posters, leaflets and Festival programmes throughout Scotland, in particular along the A96 corridor.

To assess where audiences travelled from to attend the Festival, postcode analysis was carried out with information from the following sources: box office records from ticketed event and reporting from evaluation survey results.

From the postcodes gathered, the origin split of visitors to the Festival was found to be:

- **50.7% Regional** – Moray
- **41.1% National** – rest of Scotland
- **7.1% Rest of UK** – including Wales, London, Dublin, Bristol, Gloucestershire
- **1.1% International** – including USA, Europe and Ireland

As with previous years, the 4<sup>th</sup> Findhorn Bay Festival attracted visitors from across the world. While the largest proportion of visitors was drawn from the local area, this year also saw a strong uplift in the number of people who had come to the Festival from across Scotland. This split in audience origin largely mirrored the figures for the 2018 Festival, which saw audiences predominantly drawn from Moray and the rest of Scotland:

- **68% Regional**
- **22% National**
- **1.1% Rest of UK**
- **5% International**

### **Marketing Analysis**

To analyse how our audiences heard about the 4<sup>th</sup> Findhorn Bay Festival and to evaluate the effectiveness of the marketing methods used, we asked our audiences the following question:

#### ***How did you find out about the 4<sup>th</sup> Findhorn Bay Festival?***

Figure 1 below shows the breakdown of responses gathered relating to how visitors heard about the 4<sup>th</sup> Findhorn Bay Festival.

Even in our increasingly digital age, according to our survey the Festival's printed brochure remains essential for building awareness and encouraging people to book tickets for our events and activities.

Over 40% of respondents said that seeing the Festival brochure made them aware of the Festival. A similar number found out about the Festival through word of mouth, while just under 40% heard about the Festival via social media. Almost a third of respondents found out about the Festival by seeing a leaflet or poster, while just under a quarter reported seeing details in the Findhorn Bay Arts e-newsletter.

Printed or online adverts, news stories and printed banners all came in at under 10% - but each continue to have value in raising awareness and building excitement about the Festival programme.

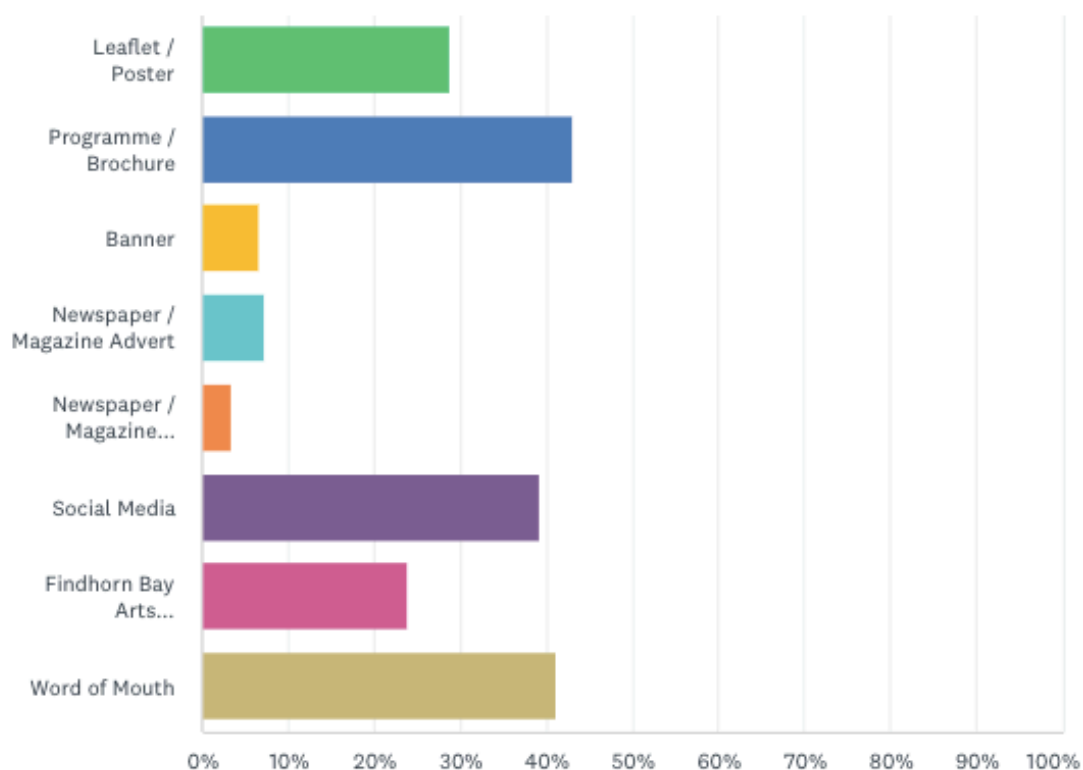


Figure 1: How visitors heard about the 4<sup>th</sup> Findhorn Bay Festival

As with previous events, direct marketing once again proved to be successful in raising awareness about the Festival, supporting the strategy of strategically distributing leaflets, brochures and posters along the A96 corridor, into the Central Belt and in other key locations across Scotland.

A key area for future audience development includes the extension of the marketing and media plan to expand into new regions of the UK and overseas and to generate national and international links to help increase audiences.

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## Achievement 2: Community Participation

**Achieved:** 898 local community participants

**Outcome:** The Findhorn Bay Festival successfully achieved participation from 898 individuals including volunteers, young people showcasing their talents, students attending learning events and participants at community events and creative workshops.

The 4<sup>th</sup> Findhorn Bay Festival programme delivered participation and engagement opportunities for residents and visitors that enabled:

- Learning about Moray's stories, history, people, and communities.
- Increased feeling of pride of place through positive participation.
- Increased well-being through participation in creative and community-based activities.
- Audiences taking an active role in discovering, learning, and sharing their stories of Moray.
- Actively encouraging audiences to engage with nature and countryside.
- Appreciation of our unique communities, heritage and environment and the people who make them so.
- Exploration of our rich Doric language, culture and connections.
- Re-engaged people in community spaces and re-connected them with others in their communities.
- Inspiration from the stories told by iconic storytellers and professional artists.

The EcoArt flag-making workshops in Buckie and our rural Small Halls workshops and celebrations brought multigenerational audiences together for creative activities, storytelling and sharing.

Exhibitions such as 365: Stories and Music and Cabrach Reconnections helped Moray communities to encounter and engage with innovative visual art and multimedia installations for free. Story Wagon's visits to Forres, Logie, and Findhorn provided an accessible, family-friendly space for storytelling and creativity.

Our residency and commissions programme provided artists and creative practitioners exciting new opportunities to make work in and with Moray communities, particularly through our Small Halls residencies and celebrations.



The participation figure of 898 was made up of individuals in the following areas:

<b>TOTAL PARTICIPATION</b>	<b>898</b>
Volunteers / stewards	69
Young people showcasing their talents	35
Students attending learning events	70
People participating in free community events	724

The 4th Findhorn Bay Festival successfully reached and engaged 868 local people of all ages. Chiefly, these encompassed members of the community who actively engaged with or sought out opportunities to be part of the Festival – either through volunteering, performing, making creative work, attending performances or coming along to free community events.

The Festival saw almost 70 people sign up to be a Festival volunteer or event steward. Many found being a Festival volunteer was a great way to get involved with the event, meet new people, and give something back to their community.



Building upon our achievements at the 2018 Festival – as part of the Year of Young People, where we successfully engaged with 719 individuals under the age of 26 – this year we continued to develop those existing relationships to reach a further 105 young people during the Festival.

Thirty-five young people showcased their creative talents at the Festival - either through live events such as the Cabaret of Misfits, Lost in Music and at the Beggar in the Heights gig at the James Milne Institute, while an additional 70 students attended performances of Yoyo and the Little Auk, Undertow Overflow and Lost in Music.



Beggar in the Heights performing at the James Milne Institute (photo credit: marc marnie).

Magnetic North's Lost in Music - a gig-theatre show inspired by the myth of Orpheus and Eurydice – featured performances from four young musicians from Moray who had been mentored by Magnetic North over the summer.

We extended our offering of discounted ticket prices for also those aged under 26 years of age which had first been introduced at the 2018 Festival for the Year of Young People. Incentive ticket prices for the under 26s were offered across seven events at a substantially reduced rate to younger audiences, opening doors and making the Festival more accessible and inclusive.

These continuing successes highlights how our work with young people – whether through our Festival Youth Ambassadors, local schools and colleges, the IGNITE: Moray Youth Arts Hub, our Cashback 4 Creativity programme *In The Mix*, or Creative

Scotland Youth Music Initiative supported projects such as REMIX and AMP:Music – helps the Festival reach new audiences and raise awareness of the work of Findhorn Bay Arts.

A further 724 people of all ages participated at creative activities during the Festival. As part of the Combine to Create Small Halls Artist in Residencies, creative practitioners ran a range of workshops and drop-in sessions for local communities connected to four rural halls – in Rafford, Findhorn, Edinkillie and Dyke – with each residency culminating in a celebration event.

Growing these connections with members of the local community in tandem with collaboration with artists, community and business partners has been crucial for continuing to maximise access to creative learning opportunities, involve local people in the design and delivery of the Festival, and support the promotion and legacy of the event.



Story Wagon brought free family-friendly storytelling sessions to Forres town centre, Logie Steading and Findhorn Heritage Centre (photo credit: Marc Hindley).



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## Achievement 3: Artist Participation

**Achieved:** 281 local, national and international artists participated

**Outcome:** 281 individual artists and creative practitioners participated or performed during the 4<sup>th</sup> Findhorn Bay Festival, where numerous collaborative performances and projects were successfully delivered. The Festival programme also included several events which saw local artists and groups performing and presenting alongside visiting artists.

The 4<sup>th</sup> Findhorn Bay Festival showcased the creative talents of some 281 individual artists and groups from across Scotland and the UK, providing a platform for numerous collaborative performances and the culmination of several creative projects.

Of all performing and contributing artists and groups, roughly 52% were local to the Moray area with the remaining 48% drawn from across Scotland and the UK.

The Festival created the opportunity for a variety of performances and projects to be realised that brought visiting and local artists/groups sharing a stage to perform to a multinational audience.

The strong support of local artists and the ability of the Festival to programme collaborative performances is a unique selling point that underpins our ethos for all events, and which Findhorn Bay Arts will work to expand upon in the future.

### **Artist Testimonials:**

“I can’t thank FBA enough for the opportunity to exhibit a body of my work, alongside my students. I learnt a lot about financial logistics, coordinating people, moving ahead when the unexpected occurs.

“Findhorn Bay Arts have carved this area into a place where the arts are respected, integrated and vibrant. What an impactful organisation, the reality is apparent. It was an honour to be a small part of that. I am currently reviewing my own practice as an outcome of the exhibition, looking at the commercial possibilities rather than focusing on teaching to maintain an income.”

**Diane Main, artist**

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“Ever since I was a kid, I’ve wanted to play Universal Hall. It was so great to play in that room to such a brilliant crowd and to share the room with top players like Malcolm MacWatt and Martin Simpson.”

**Findlay Napier, singer songwriter**

“This is one of the best festivals in the north - it provides a series of excellent concerts and events and brings some of the finest artists in the UK to a wide geographical area in and around Findhorn Bay. Crucially it also supports the work of local artists. A highly professional, thoughtful and well-organised festival with a great community ethos.”

**Hamish Napier, multi-instrumentalist**

“Thank you so much for having me as part of The Cabaret of Misfits at the Festival. As a relative newcomer to the area, it was my first opportunity to perform in my new home. The atmosphere at the festival was amazing, the audience were joyous and generous and definitely there to have a good time. The cabaret was well put together, well run and a lot of fun.”

**Claire Crook, aka Madam Mango**





## Achievement 4: Employment

**Achieved:** Employment of 327 creative professionals.

**Outcome:** Supported the employment of 327 people – including FBA Core Team, Mini Market Shop and Box Office Assistants, event managers, production crew, technical support staff and freelance creative professionals.

The 4<sup>th</sup> Findhorn Bay Festival provided employment opportunities to 327 creative professionals, artists, musicians, and performers from Moray and beyond.

<b>TOTAL PEOPLE EMPLOYED</b>	<b>327</b>
FBA Core Team	7
Mini Market Shop / Box Office	3
Production and event managers	36
Individual artists	281

After two years of living with the Covid-19 pandemic, the Festival's return provided an important boost to people working the cultural sector, with many artists, musicians and performers enduring a significant fall in their income during this time.

Of these 327 people, as outlined in the above section, the overwhelming majority were individual artists, provided a much-needed opportunity for creative professionals to make and perform new work in Festival context.

The Festival supported seven members of Findhorn Bay Arts' core team – across marketing, finance, administration and operations – and a further three mini market shop / box office assistants who were on hand during the summer-long lead in to the Festival to handle enquiries, assist members of the public and sell tickets in the shop or over the phone.

To deliver high-quality, well-run events and activities, the Festival successfully recruited 36 experienced production crew members and event managers. After two years of Covid restrictions, and four years of the Festival being in hiatus, this meant rebuilding the Festival team almost from scratch, with many team members moving on to other careers during this time.

This year also saw the Festival engage the professional services of several young people, including recent graduates, as Box Office staff, event managers. Some had come through previous Findhorn Bay Arts programmes, such as Ignite and In The Mix.

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## Testimonials

“This summer I had an incredible experience working at the 4<sup>th</sup> Findhorn Bay Festival. I first encountered Findhorn Bay Arts 10 years ago by participating in Ignite Moray and as a volunteer for the Findhorn Bay Festival. This year working for the Festival was special on two levels. Personally, it’s been amazing having folks demonstrate their belief in you by consistently offering opportunities and support to develop skills and experience. Professionally I gained a lot of insight into the different elements of the Festival – box-office, finance, production, networking, self-care, volunteer coordination - insight which I know will be invaluable. My favourite part was seeing folk come out for the Festival. Working in the box office, I saw first-hand how excited people were to share live events together again.”

**Grace Green, Box Office Assistant**



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## Achievement 5: Partnerships

**Achieved:** 40 partnerships engaged to deliver the Festival.

**Outcome:** Findhorn Bay Arts developed and worked with 40 funders, local businesses, community and programme partners to deliver the Festival.

Collaboration and partnership working with funders, local businesses, community groups and programme partners is a key aspect to the successful delivery of the 4<sup>th</sup> Findhorn Bay Festival.

Partnerships substantially contribute to the Festival programme of activity, the efficient delivery of the Festival, as well as to marketing activity through joint promotion helping to attract and engage with a wider audience.

Findhorn Bay Arts has an extremely strong track record of developing partnerships, demonstrated by us winning the 2018 SURF Award for Creative Regeneration and receiving the tsiMORAY 'Collaboration Award' in recognition of delivering our intended outcomes and impacts locally, regionally and nationally through effective and meaningful collaborative working.



Henry Angus of Tall Ship sponsor Associated Seafoods (photo credit Paul Campbell)

A key objective of Findhorn Bay Arts is to support local business and enhance the tourism product that Moray has to offer. The 4th Findhorn Bay Festival brought together the cultural and creative community with Third Sector organisations and tourism, retail, hospitality business and accommodation providers to achieve common goals for the region.

We are guided by 'We Make Moray', the new Cultural Strategy for Moray as well as the Scottish Government's Strategic Objectives and its aim to see a culturally cosmopolitan Scotland - capable of attracting and retaining gifted people, where our creative community is supported and their contribution to the economy is maximised.

The Festival supported Moray's cultural, tourism, food and drink and service sectors and in particular those connected with heritage through bespoke storytelling-focused events, exhibitions and activities which inspired audiences (locals and visitors alike) to see and experience places in a totally unique way.

These strategic decisions help to expand the tourism offering of the region by placing a distinct spotlight on our coastal and inland communities, and the attractions on offer within them.

Collaborative engagement with a range of community and business partners and sponsors (through both financial and in-kind support) ensured the successful delivery and promotion of this year's Festival to the widest possible audience.

This year the Findhorn Bay Arts built, developed or extended pre-existing relationships with 40 different partners, including:

<b>TOTAL OF FESTIVAL PARTNERS</b>	<b>40</b>
Major Funders	4
Business Sponsors	4
Small Halls Partners	4
Other Festival Venues	4
Food & Accommodation Providers	9
Programme & Community Partners	15*

*\*In the Festival brochure The Mosset Tavern is cited as a Festival partner, but here has been included under food and accommodation providers*

It is a core aim of Findhorn Bay Arts to enhance the cultural reputation of Moray through the delivery of creative events and projects – and these can only be delivered through collaboration and partnership development with other organisations in the region.



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These partnerships took the form of direct funding, in-kind and indirect support, corporate sponsorship, hosting events and activities, and reciprocal marketing and promotion.

In-kind support included contributions of materials to support the production of events, local food items enhanced activities, joint partnerships were involved in the delivery of several of events, and in-kind meals supported visiting artists.

Key business, arts, cultural, heritage, community and programme partnerships that happened during the Festival included:

- **Associated Seafoods** sponsored the Festival for the first time. As headline sponsor for the Tall Ship, the Lady of Avenel, this support covered the costs of chartering the ship and mooring it in Buckie Harbour for the first week of the Festival. As part of the sponsorship package, Associate Seafoods employees were treated to two VIP sailings on board the ship.
- **Benromach** was an event sponsor for the fourth time, providing whisky for audiences at the Sessions, Stories and Sails onboard the Tall Ship, the Lady of Avenel.
- **Fred. Olsen Renewables** sponsored the Festival for the first time.
- **R&R Urquhart** sponsored the Festival for the first time.
- As with previous Festivals, partner venue **Universal Hall** contributed in-kind staff time to support the delivery of several key events and supported our marketing through the inclusion of information in their newsletter and social media.
- Our continuing partnership and close collaboration with **Forres Area Community Trust** saw a range of events brought to Forres Town Hall at the heart of the local community and supported our marketing through the inclusion of information in their newsletter and social media.
- **Moray Art Centre** was the host venue for Diane Main's Wild Life exhibition, holding a private view for the exhibition on the Festival's opening night, and supported our marketing through the inclusion of information in their newsletter and social media.
- **The National Trust for Scotland at Brodie Castle** hosted the multimedia installation 365: Stories & Music, supported our marketing through the inclusion of information in their newsletter and social media.
- **Dance North Youth Company** presented SAVAGE in Findhorn Dunes as part of the Festival programme.
- The Festival partnered with **Scotland: The BIG Picture** and **Findhorn, Nairn and Lossie Fisheries Trust** to present a special screening of the film Riverwoods at Forres Town Hall.
- **Tesco Forres** supported the promotion of the Festival by allowing for the placement of outdoor advertising and programmes at checkouts.
- **The Findhorn Foundation** co-presented *Market at the Park* as part of the Festival programme.

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- **Logie Steading, Forres Heritage Trust** and **Findhorn Heritage Centre** partnered with the Festival to host the Story Wagon over the Festival's closing weekend.
  - **The Mosset Tavern** ran the bar at Forres Town Hall.
  - **Café 1496** and **The Bonnie Beastie** both hosted and contributed finance towards live music sessions and provided complimentary meals for artists. The Mosset Tavern also
  - **Cardamon Spice, The Phoenix Café, La Boheme** and **Forres Coffee House** provided in-kind meals for artists and performers.
  - **The Olive Tree Restaurant** brought its mobile coffee van to several Festival venues, providing teas, coffees and cakes for customers.

Collaborative partnership working also helped us to deliver our cross-channel marketing campaign for the Festival. Reciprocal support from our partners through their social media channels, newsletters and staff network helped our promotional campaign to reach a wider audience. As outlined above, partners also provided venue use, and the in-kind contribution of materials, volunteer time, refreshments and some accommodation.

Findhorn Bay Arts was able to utilise its strong record of building and sustaining partnership working at this year's Festival and aims to further develop this way of working for future events and creative activities. A full list of Festival partners can be found in Appendix 3.

### **Partner Testimonials**

"We were delighted to support Findhorn Bay Arts and the Findhorn Bay Festival in bringing the Tall Ship, the Lady of Avenel, to Buckie. It was a wonderful opportunity to support our staff and community in Buckie and beyond with a worthwhile and visible project celebrating our connection with the sea."

#### **Henry Angus, Export Sales Director, Associated Seafoods**

"Such amazing quality, thoughtful programming and a Festival that so firmly places this corner of Moray on the map as one of the coolest spots in Scotland."

#### **Jamie Whittle, Partner, R&R Urquhart**

## Achievement 6: Volunteers

**Achievement:** 69 volunteers

**Outcome:** The Festival saw 69 volunteers sign up to support Festival events and activities across the ten days, many of whom were drawn from the local community.

<b>TOTAL VOLUNTEERS</b>	<b>69</b>
Through Partner Organisations, Venues and Events	19
Through Findhorn Bay Arts Volunteer Recruitment	50

Volunteers have always performed a vital function at the Findhorn Bay Festival, fulfilling key team roles including stewarding, customer care, front of house and box office support.



A volunteer at the Makers Merkat on the last Sunday of the Festival (credit Marc Hindley).

For this year's event, Findhorn Bay Arts directly approached and engaged with groups to recruit and encourage voluntary participation which resulted in 50 individuals giving their time as voluntary stewards throughout the ten-day event.

Partnership working resulted in a further 19 volunteers providing support via partner organisations and events, including from Brodie Castle NTS, Universal Hall, Moray



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Art Centre and the Findhorn Foundation.

It is estimated that each volunteer gave at least 4 hours-time amounting to over 276 volunteer hours being contributed over the Festival. Based on the national minimum wage rate of £10.42 per hour, the volunteer time cost equivalent amounts to at least £2875.92.

The keen uptake of volunteers both directly and through participating organisations and artists is testament to the unique opportunities and experiences that the Festival provides for members of the community.

As the Findhorn Bay Festival grows and develops, so too does the depth of experience and contacts which enables the event to continue to attract willing and enthusiastic volunteers.



Festival volunteers (far right) assisting audiences at the performance of Rowanbank's Forest Circus show in Sanquhar Woods (credit: Marc Hindley).



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## Achievement 7: Quality & Promotion

### Achieved:

- Positive feedback comments received relating to the quality of performances and events
- 95% of audiences said the Festival met or exceeded expectations
- 85% of visitors from outwith the area said the Festival was the primary reason for visiting Moray
- 94% of visitors from outwith the area said they felt inspired to visit Moray again after attending the Festival

**Outcomes:** The Findhorn Bay Festival successfully produced a high-quality Festival that promoted both Scottish arts and culture and Moray as a visitor destination. This is demonstrated by the very positive visitor feedback received which included multiple references to the ‘quality’ of the programme, performances which met or exceeded audience expectations, and favorable comments about the local area. The Festival was successful in attracting visitors to the area and as a result of having visited, a high number of visiting audiences felt inspired to visit Moray again in the future.

The Findhorn Bay Festival has well-established reputation for the high quality of its carefully curated programme, and this year was no exception.

To assess our audiences’ perceptions of the quality of the Festival and its support for the arts, culture and the local area, we invited our audiences to give their own assessment of the Festival’s success in achieving this through our evaluation survey.

### Positive Feedback

Findhorn Bay Arts recognise that gathering both positive and negative feedback is essential to address issues relating to audience and visitor experience.

The assessment of ‘quality’ was carried out using a combination of subjective and objective factors.

Subjective experience forms a key determinant in the judgment of ‘quality’. Each audience member engages and interacts with the Festival in an individual way, seeking out experiences that are unique to them and their interests.



Questions were asked in the feedback surveys that elicited a qualitative response that the assessment of 'quality' could be drawn from. For instance, we asked our audiences:

***If there was one word or one sentence to convey your Festival experience, what would it be?***

Multiple responses used the word 'excellent', with others describing the Festival as 'inspirational', 'entertaining', 'wonderful', 'inspiring', 'uplifting' 'amazing', 'joyful' and 'fun'. all of which commented on the positive quality of the events, programme and value for money.

Figure 2 consists of a word cloud of the single word most frequently used by visitors to describe what they enjoyed most about the Festival.



*Figure 2: Most frequently used words in audience feedback*

Other audience members gave more detailed responses, as outlined below:

**"Fantastic to have such high-quality events in our fairly rural area."**

**Audience member, Forres resident**

**"It was great to see parts of Moray come alive with performances and people."**

**Audience member, Moray resident**

“A wonderful opportunity to connect with people through high class acts and artistic events.”

**Audience member, Moray resident**

“Astonishingly high quality and deeply moving.”

**Audience member, Forres resident**



Uilleann piper Calum Stewart and band perform Tales from the North at Universal Hall (photo credit: Mark Richards)

“That was AWESOME!” (Said by my 8-year-old with bright eyes and a huge smile at the end of SAVAGE.)

**Audience member, Forres resident**

“An amazing array of talent, concentrated and accessible.”

**Audience member, Moray resident**

## **Constructive Feedback**

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Constructive feedback about the Festival experience provides a highly valuable 'quality' indicator. We asked our audiences:

***Is there anything that could have improved your festival experience?***

Asking this question enables Findhorn Bay Arts to gather and absorb feedback about the Festival which is not wholly positive, which in turn helps us to focus on ways to improve future events.

Of the 262 responses received to this question, 52% responded with the answer 'no', 'nothing' or similar remarks.

No comments were made about the Festival's 'poor quality', indicating that a high-quality Festival was achieved.

The word 'more' was used approximately 23 times, in relation to programming, marketing and availability of information on the website.

Some responses reflected the challenge of being able to afford tickets for all Festival events due to the cost-of-living crisis. A small number raised accessibility at Festival venues and locations.

Findhorn Bay Arts took great care to ensure that ticket prices were as inclusive as possible and that venue accessibility information was clearly detailed on the Festival website.

However, from this feedback, accessibility and inclusivity are two areas for improvement ahead of the next Festival - but this year was particularly challenging in terms of costs to audiences and the increased cost of staging the Festival.

**Audience Expectations**

The measurement of expectation was also used as a positive indicator of the visitor experience which could be attributed to the 'quality' of the event.

To gather this information, the evaluation survey asked the following question:

***How did the Festival compare with your expectations?***

Almost all respondents to our survey reported indicated that the Festival met or exceeded their expectations (95%). From this representative sample, we can assume that all our audiences were satisfied by the level of quality delivered by the Festival. The Festival has a longstanding reputation for its programming excellence and audience experiences, and the 4<sup>th</sup> Findhorn Bay Festival further cemented this reputation.



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## Promotion

The biennial Findhorn Bay Festival is one of the key drivers of tourism to Moray during the shoulder months of September and October. Delivering the Festival during these months supports Moray's arts, heritage and cultural sectors, hospitality and food and drink businesses, and the region's year-round offering to national and international visitors.

From our evaluation survey we gathered several comments which reflected how the Festival continues to raise the profile of Moray as a visitor destination and place of high cultural value, including:

"Absolutely top quality and great value for money and brilliant friendly atmosphere."

**Audience member, Glasgow resident**

"I've always been super impressed by FBA's creation and organisation of the festival. To have this many cultural activities of such a high standard in a rural area is a HUGE boon."

**Audience member, Forres resident**

"Great range of events!"

**Audience member, Kent resident**

To determine this, we asked our audiences the following question:

***If you visited from outwith the local area, was the Festival a factor in deciding to visit?***

Approximately 65% (two-thirds, of our respondents who lived outside the local area) said that the Festival was a factor when deciding to visit. A further 18% said it was a factor amongst others.

We also asked our audiences if they would consider revisiting Moray's scenic locations and places connected to Scotland's stories following the Festival - 57% of whom said that they would.

Through the analysis of this qualitative feedback, we believe that Findhorn Bay Arts successfully produced a high-quality Festival that effectively promoted Scottish arts and culture and Moray as a visitor destination.



The Cabaret of Misfits at Universal Hall (photo credit: Mark Richards).

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## Achievement 8: Profile Awareness

### Achievement:

- 15.8k unique website visitors to [www.findhornbayfestival.com](http://www.findhornbayfestival.com)
- 9,831 social media followers via Facebook, Twitter and Instagram
- 23 items of printed and digital media coverage
- Advertising campaign reaching over 600,000 people
- An estimated marketing and PR campaign reach of 18m people

**Outcome:** The media reach and engagement surrounding the 4<sup>th</sup> Findhorn Bay Festival surpassed expectations in all areas. With regional and national exposure, the profile of the Festival, Findhorn Bay Arts and Moray's local arts and cultural sector was raised through a marketing campaign with an estimated 9.2 million impressions

### Website

We refreshed the existing Festival website ([www.findhornbayfestival.com](http://www.findhornbayfestival.com)) with new high-quality content and bookable links for each individual event. All events could be filtered by day – and new for this year we added a filter which enabled our audiences to isolate the YS22 partner events (see screenshot below). All YS22 events were tagged as such with hyperlinked text in the event description.

In the run up to and during the Festival, our website was visited by 15.8k visitors, with approximately 97.1k page views.

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

#### WHERE WEBSITE TRAFFIC CAME FROM

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Direct	6.7k
Social media	4.5k
Google / Bing / Other search engine	2.4k
Third Party Reference	2.2k

The above data shows that a high proportion of visitors (42%) to the Festival website came to it directly. The high percentage of direct visitors to the website can be drawn from two principal sources: firstly, people entering the website URL themselves after seeing our marketing materials or reading about the Festival in the

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local media; or secondly, people accessing the website via the QR code on our posters and flyers. This is supported by the high number of survey respondents who reported hearing about the Festival through these printed marketing assets (approximately 70%, or over two-thirds).

Traffic from direct URL search can be attributed to the Findhorn Bay Festival website address being printed on 10,000 programmes, 33,000 leaflets and 1,307 posters as well as from direct email campaigns circulated containing the website address.

Equally, the high proportion of organic search results is consistent with the results of our survey, which found that 'word of mouth' helped spread the awareness of the Festival, prompting people to search for the Festival website online.

Of the social media traffic received, 95.2% came from Facebook, 2.7% from Twitter and 2.1% from Instagram.

As part of our Festival marketing activity plan, we added details about the Festival to over 70 active tourism and arts events listings sites.

The top 5 website referral links used were:

1. [Scottishopera.org.uk](http://Scottishopera.org.uk)
2. [Visitscotland.com](http://Visitscotland.com)
3. [Findhornbayarts.com](http://Findhornbayarts.com)
4. [Creativescotland.com](http://Creativescotland.com)
5. [Pressandjournal.co.uk](http://Pressandjournal.co.uk)

Scottish Opera's place in the top five is something of an outlier, but it attests to the value of developing partnerships with high profile cultural organisations as a route to building awareness among new audiences. VisitScotland included the Festival as part of its events listing, as did Creative Scotland.

Findhorn Bay Arts' website was a popular referral route, indicating a public knowledge of the organisation that hosts the Festival.

The referrals from the Press and Journal came from a digital advertisement placed on the P&J homepage, and a hyperlink to the Festival site included in an online news story.





## Social Media

Our multichannel social media campaign was underpinned by daily programme postings of high-quality images and video with clear calls to action, supported by targeted promoted posts to a Scotland-wide audience.

We also launched a new Instagram channel specifically for the Festival, which gave us greater reach, brand awareness and overall social media presence.

Our Festival marketing campaign was further supported by the commissioning of three high quality films: a save the date film, a programme launch film, and a highlights reel from the Festival's opening weekend.

During the Festival's ten days, social media updates were posted up to three times a day, while promoted posts for specific events were also issued to broaden potential audience awareness and boost ticket sales.

A Festival first, our YSS partners EventScotland arranged for Meg Beaudry - the social media influencer and Scottish Food and Drink Ambassador who has over 11.6k followers on Instagram - to visit the Festival for the opening weekend. Meg's post alone helped reached approximately 1,956 Instagram accounts, with 318 engagements.

Overall, our total social media reach for this year's Festival was approximately 62,349 people.

Over a targeted four-month campaign period, our social media follower numbers increased as follows:

<b>TOTAL</b>	<b>8,544</b>	<b>9,831</b>	<b>15%</b>
	June 2022	October 2022	% Increase
Twitter	1,981	2,057	3%
Facebook	4,819	5,330	10%
Instagram	1,744	2,024	16%
Festival Instagram	0	420	420%

### **Print Media and Online News**

Our national and local media and PR campaign had a total estimated reach of over 18m people, thanks principally to our inclusion on the STV News evening bulletin of the inaugural sailing of The Lady of Avenel from Buckie Harbour, which was estimated to have been viewed by 2.1m people.

Press releases were issued to local media to announce:

- ‘Save the Date’ announcement + film
- Full programme launch + film
- Opening weekend highlights and stats + film
- Festival evaluation impact and final stats + film

We also appeared on BBC Radio Scotland and had substantial pieces in The National and The Scotsman. Substantial local media coverage was also received from publications including The Press & Journal, The Forres Gazette, The Northern Scot and online news channel Forres Local.

With coverage published via a broad mix of local, regional and national outlets and across varying mediums from online to newspapers, magazines and brochures, the print media and online news marketing campaign was extremely successful, despite decreasing marketing budgets and decreasing circulation of traditional print media.

Appendix 4 details the full list of media coverage achieved.

### **Advertising**

Our Festival advertising campaign deployed a mix of regional and national publications, with an estimated potential audience reach of over 600,000 people.

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Locally we worked with the teams at Highland News and Media (HNM) and DC Thomson to run high impact campaigns for our core local audiences through their print newspapers (Inverness Courier, Forres Gazette and Northern Scot for HNM; The Press and Journal for DC Thomson). For audiences connected to the Findhorn Foundation, we placed two full page adverts with the Foundation’s official newspaper Rainbow Bridge.

To reach beyond our core local audience, we also placed a series of adverts with Highland News and Media through their special publications.

These included the quarterly publication Executive Magazine, in addition to supplements for the Queen’s Jubilee. A half page advert was placed in Belladrum’s newspaper and the brochure for the Nairn Highland Games in July, both of which were handled by HNM.

For our national advertising campaign, we placed adverts with travel and lifestyle periodicals such as The Scots Magazine and The List.

We also worked with Eye Airports to place adverts at Inverness Airport. Inverness Airport is the gateway to the Highlands and Islands of Scotland for business and leisure. The terminal has over 330 scheduled flights a week to a variety of destinations in both Scotland and the UK. According to Eye Airports own figures, our adverts would have been seen by approximately 1,548 passengers passing through Inverness Airport.

Appendix 4 details more information about our advertising reach.

## Overall Marketing Campaign Reach

Media, advertising, and social media coverage gained for the 4<sup>th</sup> Findhorn Bay Festival is estimated to have reached approximately 18 million people, achieved via the following:

<b>MARKETING CAMPAIGN REACH</b>	<b>18 MILLION</b>
Media – printed and digital media, news and radio	17,500,000
Paid Advertising – printed, online and outdoors	700,000
Social Media – Facebook, Twitter & Instagram	62,349



## Achievement 9: Economic Benefit

**Achievement:** £987,948 local economic benefit

- £752,120 visitor spend\*

- £235,828 project spend

*\*Estimated using the VisitScotland Visitor Spend Economic Measurement method. Visit [www.eventimpact.com](http://www.eventimpact.com) to find out more.*

**Outcome:** The Findhorn Bay Festival was successful in generating an estimated local economic benefit of £987,948 through a combination of estimated visitor spend and the allocation and local expenditure of project budgets.

Cultural events like the Findhorn Bay Festival bring a demonstrable economic boost to the local area within which they are staged. As Moray emerges from Covid-19 pandemic and seek to navigate the increasing cost-of-living crisis, the staging of the 4<sup>th</sup> Findhorn Bay Festival played a crucial role for local communities and businesses.

It helped to support artists and musicians, hiring hall spaces and production crew, and providing accommodation for visiting musicians and Festival team members. It brought new and repeat visitors to a region, support local businesses by driving high street footfall, and provide employment opportunities for stage technicians, production crew and other creative professionals.



Members of the Festival production and delivery team, including event managers, volunteers and FBA core team (credit: Marc Hindlev).



The economic impact of the 2022 Findhorn Bay Festival was calculated using the reported visitor and accommodation spend from our evaluation survey analysis, which was then extrapolated using the VisitScotland visitor spend economic method. This estimated figure was then added to the amount that was spent locally to stage the Festival – much of which was derived from external funding.

We obtained this information through our Festival evaluation survey, which invited respondents to detail how much they had spent on non-Festival activities, e.g. food and drink, local travel, gifts etc. Figure 2 below shows the percentage breakdown of reported spend. Figures varied from between £0 to above £200. From the figures obtained, almost 40% of people spent between £20 and £50 at the Festival, and the average person spend at the Festival was calculated to be £52.85.

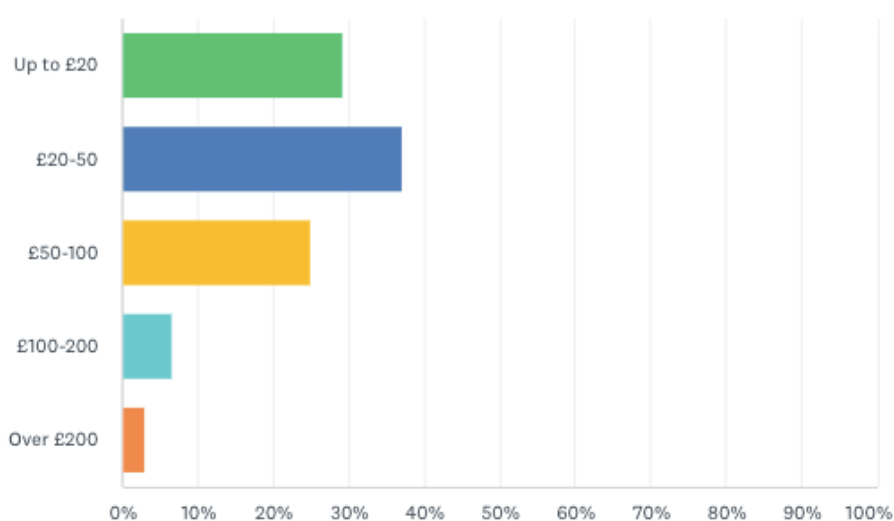


Figure 3: Breakdown Percentages of Reported Visitor Spend

Using these figures along with the inclusion of the project spend, the total economic contribution of the Findhorn Bay Festival to the local economy is estimated to be £947,948, greatly exceeding the event objective. This figure was achieved by the following:

## LOCAL ECONOMIC BENEFIT

**£987,948**

### Visitor Spend

Estimated using VisitScotland visitor spend economic measurement £752,120

### Project Spend

Festival (cash spend through fundraising and income) £235,828

In-kind value through programme, community and business partners £43,254

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Using event impact indicators of average spend from the Great Britain Tourism Survey 2011, it is estimated that the Findhorn Bay Festival contributed £1million to the Scottish economy.

Using an industry standard metric, the calculation also takes into consideration the cost of flights, transit, fees and spend of the average international traveller which would not have been captured from the Findhorn Bay Arts in-house reporting and calculation.

Appendix 7 lists a breakdown of the Findhorn Bay Festival cash budget.

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## Summary, Conclusion & Next Steps

The 4<sup>th</sup> Findhorn Bay Festival was successful in achieving all expectations as set out in the event objectives and evidenced through this extensive evaluation.

Key success indicators included:

1. An estimated attendance of 11,061 across ticketed and free events.
2. Participation from 898 members of the public.
3. Showcased the creative talents of 281 individual artists and groups.
4. Supported the employment of 327 people.
5. Worked collaboratively with 40 funders, businesses, community and programme partners.
6. Recruited 69 volunteers to support the Festival.
7. A high-quality Festival that promoted art, culture and the local area.
8. A total campaign reach of 18m million people
9. Contributed an estimated £987,948 to the local economy.

These achievements clearly demonstrate that through the Festival's programme of events and creative activities, Findhorn Bay Arts continues to bring positive economic and social benefits to Moray. This success was not achieved in isolation, it was only made possible by working with a range of partners - from individual artists and small local businesses through to nationally renowned organisations, businesses and artists.

As these successes are celebrated, Findhorn Bay Arts enter the coming years facing a continuing cost of living crisis and the long-tail of the effects of Brexit, Covid-19 and the cost of living crisis. This presents both a challenge and an opportunity for the organisation to broaden partnerships with sponsors and funders in order to sustain the Festival and year-round programme of creative learning.

**With the support of the local community, a dedicated Board of Directors and experienced team, the Findhorn Bay Festival will return, pending funding, on 20-29 September 2024.**

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# Appendices

## Appendix 1: 4<sup>th</sup> Findhorn Bay Festival Programme Synopsis

### Supported Events of Scotland's Year of Stories

The 4<sup>th</sup> Findhorn Bay Festival was a partner event for Scotland's Year of Stories, and as such embraced and celebrated VisitScotland's themed year through a specially curated programme of signature events.

The Year of Stories programme components constituted the highlight elements of our 2022 Festival programme. To produce these signature Year of Stories events we were reliant on additional funding, sponsorship, partnership working and in-kind support.

Festival programme for Scotland's Year of Stories 2022 was no different, with each of the stands providing the opportunity to explore a diversity of voices, places, people and cultures from our local stories of past and present.

The YS22 partnership built upon the high levels of success and engagement we have seen from our involvement in previous themed years, while complementing our programme for the 4th Findhorn Bay Festival, which like all our work at present is an important resource in the recovery from the Covid-19 pandemic providing our communities with an opportunity to share stories, experiences and reconnect.

The programme connected both local people and visitors alike with the culture, heritage and natural landscape through our rich bank of stories meeting the key aims and purpose of this fund.

These aims and aspirations were embedded in our flagship event, 'Stories, Sessions and Sails' on the **Tall Ship, The Lady of Avenel**. For the first time in 50 years a tall ship dropped anchor in the waters of Moray: a spectacular 102ft square-rigged Brigantine, berthed at Buckie, bringing the story of our local coastal and maritime heritage and culture to life through music, song, and story. Conceived by Scottish musician and tall ship captain Barry Nisbet, especially for Scotland's Year of Stories, 'Stories, Sessions, and Sails' was programmed in partnership with the Elphinstone Institute and the Scottish storytelling centre. Our programme of music and storytelling engaged people in a community gathering on board and when the boat docked.

Part of and supported through our Culture Collective programme and Scotland's Year of Stories, our **Small Halls Residencies** saw four artists working with local communities in Dyke, Edinkillie, Findhorn and Rafford through a summer-long residency of creative workshops and engagement to gather, interpret and record



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local stories. During Festival week, each residency culminated in a sharing and celebration of the work developed and complimented by live music, spoken work and food.

The musical and storytelling traditions of northern Scotland were showcased at the Festival. Composer and award-winning virtuoso Uilleann Piper **Calum Stewart** and his band performed Tales from the North, his musical celebration of the legends, landscapes and adventures to over 200 guests at Findhorn's Universal Hall. Calum's powerful and lyrical playing style is rooted in the traditional music of his native Northern Scotland, and his distinct musical voice has been developed through collaborations within the Scottish and Irish traditions. Calum was supported by Sylvain Quéré on Bouzouki, Ross Saunders on Bass and Sophie Stephenson as Step Dancer.

Over 150 people attended **Sing Me a Story**, our closing concert at Forres Town Hall. Sing Me a Story – or Cuir Seinn ri Seanchas – was a celebration of the storytelling tradition in the Highlands and Islands and the music that goes with it.

Featuring **Allan Henderson, Margaret Stewart, Ewen Henderson, Sileas Sinclair, Ewan Robertson** and **Duncan Chisholm**, the concert explored the stories, myths and musings from the *gàidhealtachd* – the stories the Gaels passed through generations, and which capture their sense of the world and Scotland's place in it.

On the Festival's opening weekend, over 220 children aged 3-6 and their families joined us at Forres Town Hall for two performances of **Yoyo & The Little Auk**. A new Scottish adventure from the **Royal Scottish National Orchestra** and **Visible Fictions** created in celebration of the Year of Stories 2022, Yoyo & The Little Auk provided a perfect introduction to orchestral music and storytelling, holding our audiences spellbound for each 45 minute performance.

Spoken word was also fundamental to **Story Wagon**, which arrived in Moray for the closing weekend of Festival week as a touring story sanctuary, offering creative writing, writing for wellbeing and traditional storytelling activities. Story Wagon popped up in Forres, Findhorn and at Logie Steading bringing family-friendly fun and accessible creative writing drop ins, storytelling and performances which were directly accessed by over 170 people.

Brodie Castle and the National Trust of Scotland hosted our free-to-attend exhibition of **365: Stories & Music**, a collection of modern short stories by one of Scotland's leading authors, **James Robertson**, read by James and other Scottish storytellers, with musical accompaniment from fiddle player and composer **Aidan O'Rourke**. The recorded stories are read aloud by James and other surprise storytellers from Scotland. Sitting at the installation, the listener scrolled through the calendar, maybe stopping at their birthday or a day with special meaning. Designed by Yann Seznec and built by Old School Fabrications, this highly original sound installation was launched earlier in the year at the Edinburgh International Book Festival before touring around the UK.

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Moray's rural heritage, our natural environment and the interplay of community and landscape also informed the Festival's story-focused programming. The installation of **Cabrach Reconnections** at Edinkillie Hall explored the challenges facing the local community in The Cabrach, a remote upland area just on the Moray side of the border with Aberdeenshire, telling the story of its past, and its present – and inviting the audience to be part of its future.

The project was developed during the Covid pandemic by Moray-based artists Lynne Strachan and Mary Bourne developed an arts project in The Cabrach, who spent a summer walking the area, meeting community members and running creative workshops. The exhibition distilled the project's aim of finding ways for people to reconnect with each other through arts activities and to get out and enjoy the stunning scenery and wildlife in the area, reconnecting with nature, while showcasing the artists' own responses to the area through an installation encompassing sculpture, textiles, videography and photography.

## Other Events

The Year of Stories supported events represented the tip of the Festival iceberg, being supported by a broad range of showcase events and creative activities. These included:

- The Festival opening concert **The Story in the Song** saw acclaimed singer-songwriters **Martin Simpson, Findlay Napier** and **Malcom MacWatt** share the stage at Universal Hall. Both Findlay and Malcolm originally hail from Moray.
- The **Cabaret of Misfits** brought together over 20 circus performers for an incredible evening celebrating queerness through circus performances, music, and installations at Universal Hall.
- Local global music DJs **Karawane** supported the self-proclaimed bishops of bounce, the sorcerers of skank, the undisputed masters of Scottish death reggae - the one and only **Bombskare** - at a sold-out gig at Forres Town Hall.
- Seven-time winner at the BBC Radio 2 Folk Awards, including 2018 Folk Singer of The Year, **Karine Polwart** brought her acclaimed collaboration with renowned jazz folk pianist **Dave Milligan** to an unforgettable sold-out performance at Universal Hall.
- Musicians **Rachel Newton** and **Lauren MacColl** brought **Heal and Harrow** to Kinloss Church Hall, a humanising tribute to the victims of the 16<sup>th</sup> and 17<sup>th</sup> Century Scottish Witch Trials developed in collaboration with celebrated author Mairi Kidd.

- 
- The Festival saw the premier of **Undertow Overflow** at the James Milne Institute, a collaboration between musician **Amy Duncan** and award-winning director **Ben Harrison** – The Buke of the Howlat – which blended live music, spoken word and avant-garde performance.
  - Four young musicians from Moray joined the ensemble for Magnetic North’s **Lost in Music** – a gig-theatre show inspired by the myth of Orpheus and Eurydice – and received one-to-one mentoring ahead of the performance at Dyke & District Village Hall.
  - Multi-instrumentalist **Hamish Napier** performed his award-winning album *The Woods* (Album of the Year at the Scots Trad Music Awards) inspired by the flora and fauna of Scotland’s native forests.
  - Moray-born singer, composer, songwriter, producer and multi-instrumentalist **Siobhan Wilson** shared the stage at Forres Town Hall with Mercury Prize nominated singer-songwriter **Kathryn Williams**.
  - A screening of **Riverwoods**, a feature-length documentary filmed and produced by rewilding charity SCOTLAND: The Big Picture, told the story of an inextricable relationship between fish and forest. Presented at Forres Town Hall in partnership with Findhorn, Nairn and Lossie Rivers Trust, the screening was followed by a Q&A chaired by Peter Cairns, Director of SCOTLAND: The Big Picture.
  - Constellation Points brought their fantastically fun show **Rocket Post!** to Universal Hall, a joyful mix of songs and storytelling for everyone aged six and over.
  - **Scottish Opera** wowed a capacity crowd at Forres Town Hall an extra special 60s influenced show of operatic highlights, combining repertoire favourites with rare gems.
  - Company of Wolves presented **Unbecoming** at Universal Hall, a solo work by Anna Porubcansky which used traditional song, soundscape, myth, and movement in a challenging exploration of identity.
  - Moray-based artists Lynne Strachan and Mary Bourne brought **Cabrach Reconnections** to Edinkille Community Hall, an exhibition exploring some of the challenges facing the local community in The Cabrach, a remote upland area just on the Moray side of the border with Aberdeenshire.

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- Following two sell-out runs as part of RISE 2021, Dance North Youth Company returned with their acclaimed immersive dance theatre performance **SAVAGE**, set in the stunning landscape of the Findhorn dunes.
  - At Moray Art Centre, Moray-based artist **Diane Main** presented **Wild Life**, an exploration of woodland drawn from daily walking observations. The artwork of participants who attended Diane's regular studio classes was also exhibited.
  - Internationally renowned Celtic Fire Theatre performance troupe **PyroCeltica** staged two free-to-attend performances of Here Be Dragons for over 1,500 people in Grant Park, Forres.
  - Award winning Scottish troubadour **Dean Owens** showcased his much-anticipated album Sinner's Shrine - recorded with desert noir icons Calexico – with two intimate performances during Festival week.
  - Rowanbank's **Forest Circus** took young children and their families on a magical exploration of Sanquhar Woods, featuring stilt walkers, trapeze artists and storytellers which were a mix of local and visiting artists.
  - Originally from Moray, Jacob Aigner-Reid brought his Glasgow based band **Beggar in the Heights** to the James Milne Institute for a debut performance, accompanied by specially created images and projections by audio visual and multi-media artist Niki Cardoso Zaupa, live drawing by Jenna Fraser and a DJ set with Lewis Lowe.
  - Maria MacDonnell's new show **Miss Lindsay's Secret** came to the James Milne Institute in Findhorn, a universal story of friendship, love and separation. Audiences were invited to stay after the evening performance for a conversation with the artists and a traditional music session featuring local musicians and performers from the show.
  - Scotland's leading jazz musicians **Brian Kellock** (piano) and **Colin Steele** (trumpet) paid a rousing and joyful homage to giants of the jazz world with a special one off performance at Rafford Village Hall.
  - Mixing magic, balloons and a whole load of 'SILLY', **Magic Gareth** presented an interactive fun-filled magical extravaganza to young children and their families at Forres Town Hall.
  - Moray-based performer Sharon Took-Zozaya premiered **Finding Petunia LittleTree**, a new humorous, yet bittersweet, solo physical theatre and dance



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piece developed in partnership with Creative Scotland, Surge, The Work Room and Citymoves.

- Laura Pasetti and the Theatre of the 7 Directions presented **Artist Hunt**, a fun outdoor event for families, at The Park in Findhorn. To celebrate the 60th Anniversary of the Findhorn Ecovillage, the artists gave voice to the story of the community through short performances featuring poetry, song, storytelling and dance.
- Hosted by Findhorn Bay Arts and the Combine to Create artists in residence, the **Culture Café** networking lunch at Forres Town Hall was attended by around 50 creative practitioners from across Scotland.
- To support Moray's wealth of talented artists, makers, growers and producers we held **three pop-up markets** during the Festival, showcasing homemade, home-grown and hand-crafted goods from Moray and beyond.
- Live **Music Sessions** took part throughout the Festival in local bars and cafes enabled local musicians to participate in sessions alongside those from outside Moray.

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## Appendix 2: Festival Partnerships

The 4<sup>th</sup> Findhorn Bay Festival was made possible with generous support from the following:

### Major Funders

Berry Burn Community Fund  
Culture Collective Scotland

Creative Scotland  
Year of Stories 2022

### Business Sponsors

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### Programme & Community Partners

Chamber Music Scotland  
Elphinstone Institute  
Findhorn, Nairn and Lossie Rivers Trust  
Magnetic North  
Moray Council  
Royal National Scottish Opera  
Scottish Opera  
Universal Hall Promotions  
Visit MoraySpeyside

Dance North Scotland  
Findhorn Foundation  
Forres Area Community Trust  
Moray Art Centre  
National Trust for Scotland  
Scotland: The Big Picture  
The Touring Network  
Visit Forres  
VisitScotland

### Local Festival Venues & Locations

Brodie Castle, NTS  
Edinkille Village Hall  
Findhorn Village Centre  
Forres Town Hall  
Kinloss Church Hall & Annex  
Moray Art Centre  
The Phoenix Café  
Rafford Village Hall

Dyke & District Village Hall  
Findhorn Foundation  
Findhorn Heritage Centre and Icehouse  
James Milnes Institute  
Logie Steading  
The Park Ecovillage  
The Tollbooth, Forres  
Universal Hall

### Provided in-kind support and meals for visiting artists

La Boheme  
Café 1496  
Forres Coffee House  
The Phoenix Cafe

The Bonnie Beastie  
Cardamon Spice  
The Mosset Tavern

## Appendix 3: Media Coverage

Date	Publication	Title	Print Circulation	Digital Reach
02/10/2022	The National	The Findhorn Bay Festival in Moray exemplifies the cultural health of the Highlands	9,000	-
30/09/2022	Forres Gazette	Dandelion Project Community wall hanging to be revealed at Dyke Village Hall	938	32,548
29/09/2022	Forres Gazette	Ongoing Findhorn Bay Arts Festival is attracting record audiences	938	32,548
28/09/2022	Press & Journal	Record turnout at 4th Findhorn Bay Festival with 7,000 though the gate already	28,482	1,000,000
26/09/2022	The Scotsman	Dance review: Savage, Findhorn Bay	9,141	5,000,000
26/09/2022	Forres Gazette	Opening weekend of Findhorn Bay Arts Festival a 'huge success'	938	32,548
23/09/2022	Press & Journal	Enjoy a sea shanty? A spectacular 102ft square-rigged tall ship has just docked in Buckie Harbour	28,482	1,000,000
23/09/2022	Forres Gazette	Maria MacDonell's Miss Lindsay's Secret to visit Findhorn on UK tour	938	32,548
23/09/2022	Grampian Online	Maria MacDonell's Miss Lindsay's Secret to visit north-east on UK tour	4,569	91,284
22/09/2022	Forres Gazette	The Royal Scottish National Orchestra's children's show Yoyo and The Little Auk lands in Forres as part of the Findhorn Bay Arts Festival	938	32,548
21/09/2022	Forres Gazette	New show Finding Petunia LittleTree to premiere on October 2 at James Milne Institute, Findhorn, for Findhorn Bay Arts Festival	938	32,548
21/09/2022	Forres Gazette	Gig-theatre show Lost in Music, by arts organisation Magnetic North, coming to Dyke and District Hall on September 25 as part of Findhorn Bay Arts Festival	938	32,548
21/09/2022	Forres Gazette	Scottish Opera composer bringing story influenced musical work to Kinloss for Findhorn Bay Arts Festival	938	32,548
21/09/2022	Forres Gazette	Calum Stewart has homecoming gig in Moray	938	32,548
21/09/2022	Northern Scot	Calum Stewart has homecoming gig in Moray	3,239	147,633
18/09/2022	The National	The value of the Findhorn Bay Festival cannot only be measured economically, says director	9,000	-
06/09/2022	Broadway World	UNDERTOW OVERFLOW Will Embark on Scottish Tour in October	-	5,500,000
25/08/2022	Scottish Field	Findhorn Bay Festival Launches Programme	14,491	-
05/08/2022	Forres Gazette	Findhorn Bay Festival Returns – Forres Gazette	938	32548
03/08/2022	Press and Journal	Moray festival will welcome people by land and sea for 2022 event	28,482	1,000,000
02/08/2022	Creative Scotland	Findhorn Bay Festival launches its full Festival programme	-	-
06/07/2022	Forres Gazette	Findhorn Bay Festival announces acts for this autumn's event	938	32548
16/03/2022	Press and Journal	Findhorn Bay Festival returns for ten-day celebration of arts and culture	28,482	1,000,000
		<b>TOTAL (estimated)</b>	<b>17,3686</b>	<b>15,096,945</b>

*Circulation drawn from Audit Bureau of Circulations, Statista.com or publications own statistics. Figures for digital reach are monthly figures.*

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## Media Coverage with Links

The Findhorn Bay Festival in Moray exemplifies the cultural health of the Highlands – The National – 02 October 2022

<https://www.thenational.scot/culture/23007654.findhorn-bay-festival-moray-exemplifies-cultural-health-highlands/>

Dandelion Project Community wall hanging to be revealed at Dyke Village Hall – Forres Gazette – 30 September 2022

<https://www.forres-gazette.co.uk/news/community-creates-new-wall-art-for-dyke-village-hall-289243/>

Ongoing Findhorn Bay Arts Festival is attracting record audiences – Forres Gazette – 29 September 2022

<https://www.forres-gazette.co.uk/news/festival-attracting-record-audiences-289158>

Record turnout at 4th Findhorn Bay Festival with 7,000 though the gate already – Press and Journal – 28 September 2022

<https://www.pressandjournal.co.uk/fp/news/moray/4850431/record-turnout-at-4th-findhorn-bay-festival-with-over-7000-attendees-already/>

Dance review: Savage, Findhorn Bay – The Scotsman – 26 September 2022

<https://www.scotsman.com/arts-and-culture/theatre-and-stage/dance-review-savage-findhorn-bay-3856705>

Opening weekend of Findhorn Bay Arts Festival a 'huge success' – Forres Gazette – 26 September 2022

<https://www.forres-gazette.co.uk/news/findhorn-bay-arts-festival-opening-weekend-a-huge-success-288809/>

Enjoy a sea shanty? A spectacular 102ft square-rigged tall ship has just docked in Buckie Harbour – Press and Journal – 23 September 2022

<https://www.pressandjournal.co.uk/fp/news/moray/4828720/buckie-tall-ship-findhorn-bay-arts/>

Maria MacDonell's Miss Lindsay's Secret to visit Findhorn on UK tour – Forres Gazette – 23 September 2022

<https://www.forres-gazette.co.uk/news/fringe-show-miss-lindsays-secret-to-visit-findhorn-on-uk-to-288425/>

Maria MacDonell's Miss Lindsay's Secret to visit north-east on UK tour – Grampian Online – 23 September 2022

<https://www.grampianonline.co.uk/news/fringe-show-miss-lindsays-secret-to-visit-moray-on-uk-tour-288427/>

The Royal Scottish National Orchestra's children's show Yoyo and The Little Auk lands in Forres as part of the Findhorn Bay Arts Festival – Forres Gazette – 22 September 2022

<https://www.forres-gazette.co.uk/news/new-classical-childrens-show-lands-in-forres-on-saturday-288461/>

New show Finding Petunia LittleTree to premiere on October 2 at James Milne Institute, Findhorn, for Findhorn Bay Arts Festival – Forres Gazette – 21 September 2022

<https://www.forres-gazette.co.uk/news/tackling-climate-crisis-with-good-humour-through-dance-and-t-288208/>

Gig-theatre show Lost in Music, by arts organisation Magnetic North, coming to Dyke and District Hall on September 25 as part of Findhorn Bay Arts Festival – Forres Gazette – 21 September 2022

<https://www.forres-gazette.co.uk/news/gig-theatre-performance-by-top-arts-organisation-coming-to-d-288262/>



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Scottish Opera composer bringing story influenced musical work to Kinloss for Findhorn Bay Arts Festival – Forres Gazette – 21 September 2022  
<https://www.forres-gazette.co.uk/news/top-opera-composer-taking-storytelling-concert-to-kinloss-ch-288231/>

Calum Stewart has homecoming gig in Moray – Forres Gazette – 21 September 2022  
<https://www.forres-gazette.co.uk/news/calum-stewart-homecoming-gig-in-moray-288207/>

Calum Stewart has homecoming gig in Moray – Northern Scot – 21 September 2022  
<https://www.northern-scot.co.uk/news/calum-stewart-homecoming-gig-in-moray-288206/>

The value of the Findhorn Bay Festival cannot only be measured economically, says director – The National – 18 September 2022  
<https://www.thenational.scot/news/22128428.value-findhorn-bay-festival-cannot-measured-economically-says-director/>

UNDERTOW OVERFLOW Will Embark on Scottish Tour in October – Broadway World – 06 September 2022  
<https://www.broadwayworld.com/scotland/article/UNDERTOW-OVERFLOW-Will-Embark-on-Scottish-Tour-in-October-20220906>

Findhorn Bay Festival Launches Programme – Scottish Field – 25 August 2022  
<https://www.scottishfield.co.uk/culture/findhorn-bay-festival-launches-programme/>

Findhorn Bay Festival Returns – Forres Gazette – 05 August 2022  
<https://www.forres-gazette.co.uk/news/findhorn-bay-festival-returns-283536/>

Moray festival will welcome people by land and sea for 2022 event – Press and Journal – 03 August 2022  
<https://www.pressandjournal.co.uk/fp/news/moray/4620835/moray-festival-will-welcome-people-by-land-and-sea-for-2022-event>

Findhorn Bay Festival launches its full Festival programme – Creative Scotland – 02 August 2022  
<https://www.creativescotland.com/what-we-do/latest-news/archive/2022/08/findhorn-bay-festival>

Findhorn Bay Festival announces acts for this autumn's event – Forres Gazette – 06 July 2022  
<https://www.forres-gazette.co.uk/news/findhorn-bay-arts-announce-festival-acts-280647/>

Findhorn Bay Festival returns for ten-day celebration of arts and culture – 16 March 2022 – Press and Journal  
<https://www.pressandjournal.co.uk/fp/news/moray/4064693/findhorn-bay-festival-returns-for-ten-day-celebration-of-arts-and-culture/>

## Appendix 4: Advertising Coverage

Partner	Publication	Print or Digital	Size	Publication Date	Circulation	Impressions
HNM	Jubilee Supplement	Print	1/4 page	27-May	18,781	
HNM	Executive - June	Print	1/4 page	08-Jun	18,781	
HNM	Piping Inverness	Print	1/4 page	10-Jun	18,781	
HNM	Beautiful North of Scotland	Print	1/4 page	30-Jun	18,781	
HNM	Forres Gazette	Print	1/4 page	w/c 20-Jun	938	
HNM	Northern Scot	Print	1/4 page	w/c 20-Jun	3,239	
HNM	Inverness Courier	Print	1/4 page	w/c 20-Jun	7,163	
HNM	Executive - July	Print	1/4 page	7-July	18,781	
HNM	Belladrum Newspaper	Print	1/2 page	28-July	5,000	
HNM	Good Gig Guide	Print	Bespoke	30-Jul	20,000	
HAL	Inverness Airport Ad	Digital - screen	-	15-Aug	1,548	
HAL	Inverness Airport Ad	Digital - web	-	15-Aug		
HNM	Nairn Highland Games	Print	1/4 page	Aug tbc	10,000	
HNM	Executive - Aug	Print	1/4 page	9-Aug	18,781	
HNM	Executive - Sept	Print	1/4 page	07-Sep	18,781	
DC Thomson	Press and Journal	Print	1/4 page	w/c 8-Aug	28,482	
DC Thomson	P&J Online	Digital - web	Banner	w/c 8-Aug		15,000
HNM	Forres Gazette	Print	1/4 page	w/c 8-Aug	938	
HNM	Northern Scot	Print	1/4 page	w/c 8-Aug	3,239	
HNM	Inverness Courier	Print	1/4 page	w/c 8-Aug	7,163	
HNM	HNM Online	Digital - web	Banner	w/c 8-Aug		6,000
DC Thomson	Press and Journal	Print	1/8 page	w/c 5-Sept	28,482	
DC Thomson	Press and Journal	Print	1/8 page	w/c 12-Sep	28,482	
HNM	Forres Gazette	Print	1/8 page	w/c 5 Sept	938	

HNM	Northern Scot	Print	1/8 page	w/c 5 Sept	3,239	
HNM	Inverness Courier	Print	1/8 page	w/c 5 Sept	7,163	
List	The List	Print	1/4 page	w/c 5 Sept	270,000	
DC Thomson	Scots Magazine	Print	1/4 page		21,888	
DC Thomson	Press and Journal	Print	Full page		28,482	
Rainbow Bridge	Rainbow Bridge	Print	Full page	23-Sep	330	
Rainbow Bridge	Rainbow Bridge	Print	Full page	30-Sep	330	
				Sub total	<b>608,511</b>	21,000
				Total		<b>629,511</b>

*Circulation drawn from Audit Bureau of Circulations, Statista.com or publications own statistics.  
 Figures for digital reach are monthly figures.*

# Forres Gazette

No. 9066 Established 1837

Wednesday, September 21 to Tuesday, September 27, 2022

www.forres-gazette.co.uk

£1.50 Subscription, incl. P&H



**Focus is on new school**  
Council seeks funds for academy – page 2



**Reflecting on Royal visits**  
Her Majesty's time in Moray – page 20

## Festival set to roar back!

Over 100 events planned

By Garry McCartney  
garry.mccartney@forresgazette.co.uk

COMMUNITY creativity and resilience following the pandemic will take centre stage at the Findhorn Bay Festival starting this weekend. Over 100 events are planned across the extravaganza's 10 days from Friday, September 23 to Sunday, October 2, which will see acts showcasing Moray's creative community given equal billing with performances from crowd-pleasers like Karize Polwart on September 28 and Bombscare on October 1.

Creative director and CEO of organisers Findhorn Bay Arts (FBA), Kresanna Algoriz, hopes as many people as possible enjoy the celebration of creativity in our area. She said: "We hope to lift spirits, raise aspirations and give local business a boost at a time when this is so very needed. The arts and entertainment are essential as we navigate challenging times together and approach the long winter."

A varied bill also features The Cabaret of Misfits this Saturday, with a line-up curated by Forres-based theatre and circus maker, Rachael MacIntyre. Rachael has been working with LGBTQ+ young

people in Moray schools, some of whom will take part.

There will also be homecoming gigs by established singer-songwriter Siobhan Wilson – in a double bill with Kathryn Williams on September 30 – and Jacob Algoriz-Reid of Beggar in the Heights this Sunday. Four young musicians from Moray are performing as part of Magnetic North's touring show Lost in Music this Sunday, while Dance North Youth Company will

return with another stunning performance of SAWAGE in Findhorn dances on October 1 and 2.

Village halls in Dyke, Edinkillie, Findhorn and Rafford will host gigs and exhibitions, including the celebration events of their Combine to Create Small Halls Artists in Residency programme.

Families will enjoy performances by Scottish Opera, PyroCeltica and the Royal National Scottish Orchestra for free, or through a

pay-what-you-can scheme. FBA hopes the festival will help in the community's recovery from Covid-19, and give everyone the chance to enjoy high quality culture for free, or at affordable prices.

An estimated 17,000 people attended the festival in 2018, with over 40 per cent visiting from beyond Moray. According to FBA's research, that year, the event contributed over £860,000 to the local economy. The Findhorn

Bay Festival has also seen strong support from local partners for its return, including sponsors R&B; Urquhart and Benromach, as well as other groups and businesses. Thanking the community and supporters, Kresanna added: "The festival connects people, community and businesses through a positive sense of place. We very much hope you will be able to join us." Go to [www.findhornbayfestival.com](http://www.findhornbayfestival.com) or call 01309 673333 for tickets.



The Cabaret of Misfits (male), Lost in Music (top) and Jacob Algoriz-Reid of Beggar in the Heights are just some of the acts lined up.

**"We hope to lift spirits, raise aspirations and give local business a boost."**  
Kresanna Algoriz



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News > Moray

## Enjoy a sea shanty? A spectacular 102ft square-rigged tall ship has just docked in Buckie Harbour

By Cameron Roy | September 23, 2022, 7:21 pm



The Lady of Avenel setting sail. Image: Jason Hedges/ DC Thomson

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A spectacular 102ft square-rigged double-masted sailing ship has dropped anchor in Buckie Harbour.

The swashbuckling Lady of Avenel has arrived in the port to launch the fourth Findhorn Bay Festival.

It is the first time a tall ship has been in a Moray harbour for 50 years and it was welcomed into Buckie by a piper.

From there, it will be setting sail twice a day to take budding adventurers on travels



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GALLERY: Youngsters put on magnificent afternoon show at Evening Express Christmas Concert

December 13, 2022



GALLERY: Evening Express Christmas Concert performers impress P&J Live audience

December 13, 2022



Aberdeen FC annual meeting: New stadium, directors and the case for the defence

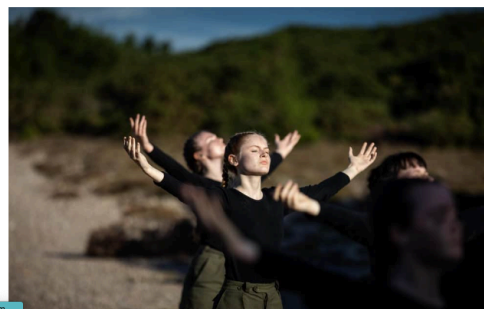
December 12, 2022

Theatre and Stage

## Dance review: Savage, Findhorn Bay

One of the opening works of this year's Findhorn Bay Festival, Savage is an exceptional show which leaves all who watch it indelibly marked, writes Kelly Apter

By Kelly Apter  
26th Sep 2022, 1:02pm



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Home > News > Moray

## Record turnout at 4th Findhorn Bay Festival with 7,000 though the gate already

By Ross Hempseed September 28, 2022, 5:44 pm



The Lady of Avenel setting sail. Image: Jason Hedges/ DC Thomson

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The 4th Findhorn Bay Festival may only be halfway through, but it has already welcomed record crowds.



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Aberdeen FC annual meeting: New stadium, directors and the case for the defence

December 12, 2022



When Princess Anne and Commander Timothy Laurence tied the knot at Crathie Kirk 30 years ago

December 12, 2022

Home > News > Article

## Opening weekend of Findhorn Bay Arts Festival a 'huge success'

By Lewis McBlane - lewis.mcblane@hnmedia.co.uk  
Published: 17:00, 26 September 2022

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FINDHORN Bay Arts Festival's first weekend kicked off with a series of "unmissable" shows.



Cabaret of Misfits at the Universal Hall... Picture: Mark Richards

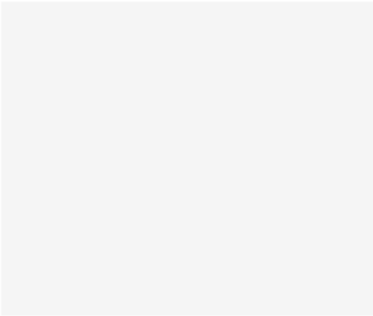
Last weekend (Friday, September 23 to Sunday, September 25) marked the beginning of the 10 day Findhorn Bay Arts Festival, which gave audiences in the Forres area a massive hit of arts entertainment.

The festival's opening concert at Findhorn's Universal Hall on Friday, September 23 saw magnetic solo performances from folk artists Malcolm MacWatt, Findlay Napier and Martin Simpson.

Providing visual art thrills on the same night, the Wild Life exhibition at the Moray Art Centre by local artist Diane Main brought lush, green outdoor textures onto canvas for all to enjoy.

Saturday, September 24 marked the coming of the the Cabaret of Misfits at the Universal Hall a sold out celebration of incredible local circus performers and Moray's emerging young talent.

### MORAY & BANFFSHIRE HEROES



### MOST READ



Santa to spread Christmas cheer in Forres and Kinloss



Posties calling for public support



Glasgow School of Art students join Rafford ceilidh



Maclean's and Ashers in the running for prestigious award

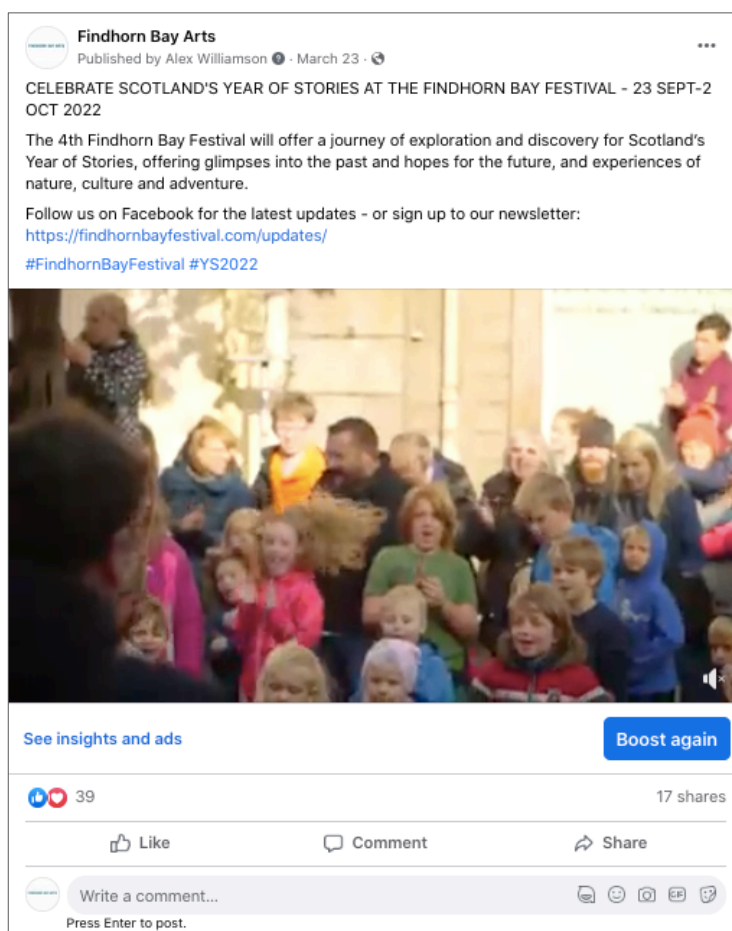


Moray Local Outdoor Access Forum searching for new members

### Social Media Reach

Online Platform	Number of followers/subscribers (inc. pre-event and post-event figure for social media channels)		Engagements (e.g. likes, comments, shares, views)
Facebook	4,819	5,330	5,584 total (3,588 likes, 336 comments, 582 shares, 828 link clicks)
Twitter	1,981	2,057	46,355 impressions (1,548 likes, 1778 film views)
FBA Instagram	1,744	2,024	8,843 reach (735 engagements, 898 film plays)
Festival Instagram	0	420	1,567 accounts reached, 172 accounts engaged, 420 new followers

### Sample Social Media Posts





**FINDHORN BAY FESTIVAL**  
23 SEP - 2 OCT 2022

**Findhorn Bay Arts**  
Published by Alex Williamson · September 23 ·

See what's coming up and get those last minute tickets at [www.findhornbayfestival.com](http://www.findhornbayfestival.com).

And we really want to see lots of pictures, videos, stories and reels from Festival events this year.

Don't forget to tag us at @findhornbayarts (Facebook, Instagram and Twitter) and be sure to use the hashtags below.

Wishing everyone a very enjoyable 4th Findhorn Bay Festival!

#FindhornBayFestival #YS2022 #TalesOfScotland

See less

15 797 views

2.1K People reached 34 Reactions, comments, and shares

797 3-Second Video Views Retention curve

View more video details

Like Comment Share

**Up Next**

Serving up tea in APEX! Max "Blessed" Ho... 4 weeks ago · 411.5K vi

The Truth Behind Being A Derry Gi... Channel 4 24 weeks ago · 1.7M vi

COMMENTS See All

**FINDHORN BAY FESTIVAL**  
23 SEP - 2 OCT 2022

**Findhorn Bay Arts**  
Published by Alex Williamson · December 1 at 4:56 PM ·

FINDHORN BAY FESTIVAL  
THANK YOU THURSDAY + HIGHLIGHTS FILM

Its that time again - and today we want to say thank you to all our amazing funders, sponsors and partners of the 4th Findhorn Bay Festival.

And what better way than to share our Festival Highlights Film!

With particular thanks to our generous sponsors Associated Seafoods (Tall Ship sponsor), Benromach Whisky, Urquhart Property and Fred. Olsen Renewables.

Thanks to all our funders for their generous

See less

24 2 comments 792 views

2K People reached 102 Reactions, comments, and shares

792 3-Second Video Views Retention curve

View more video details

Like Comment Share

**Up Next**

The lag was real but too easy this... Max "Blessed" Ho... 6 weeks ago · 1.7M vi

FINDHORN BAY FESTIVAL... Findhorn Bay Arts 11 weeks ago · 156 vi

COMMENTS See All

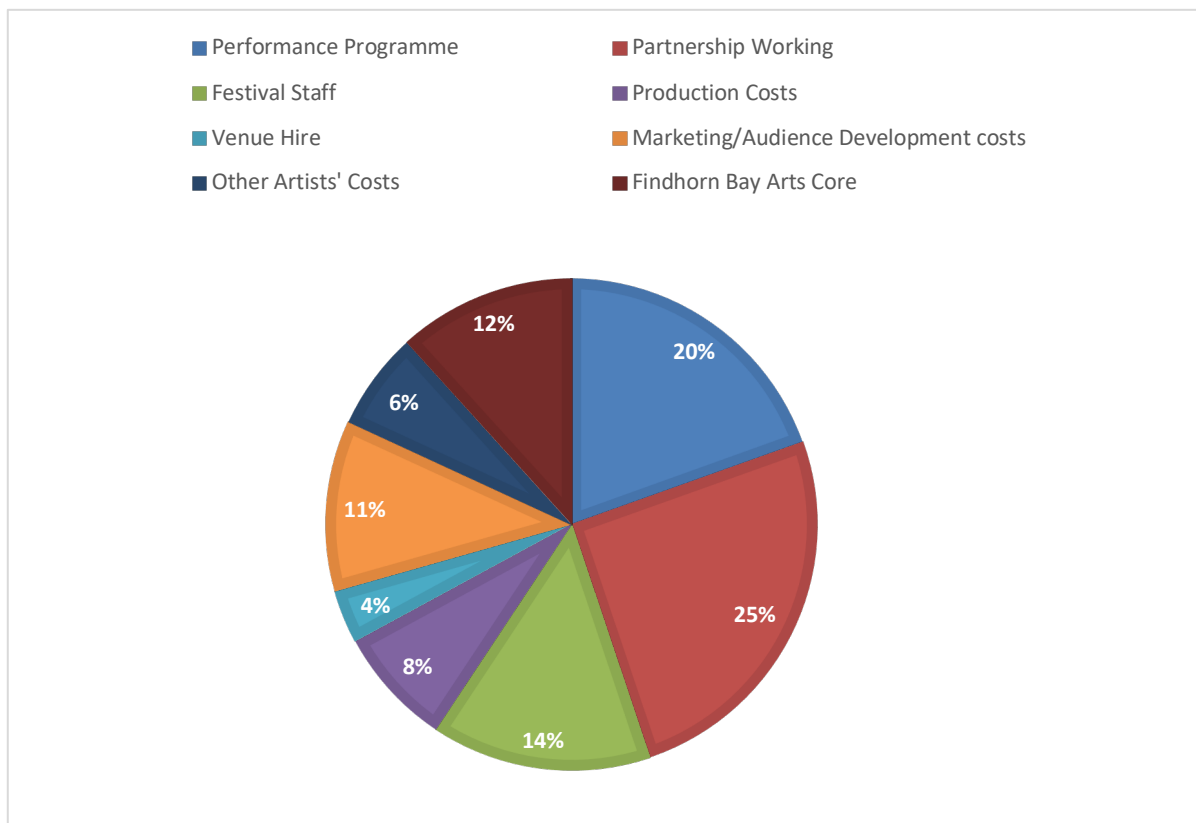
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## Appendix 7: Summary of Event Cash Budget

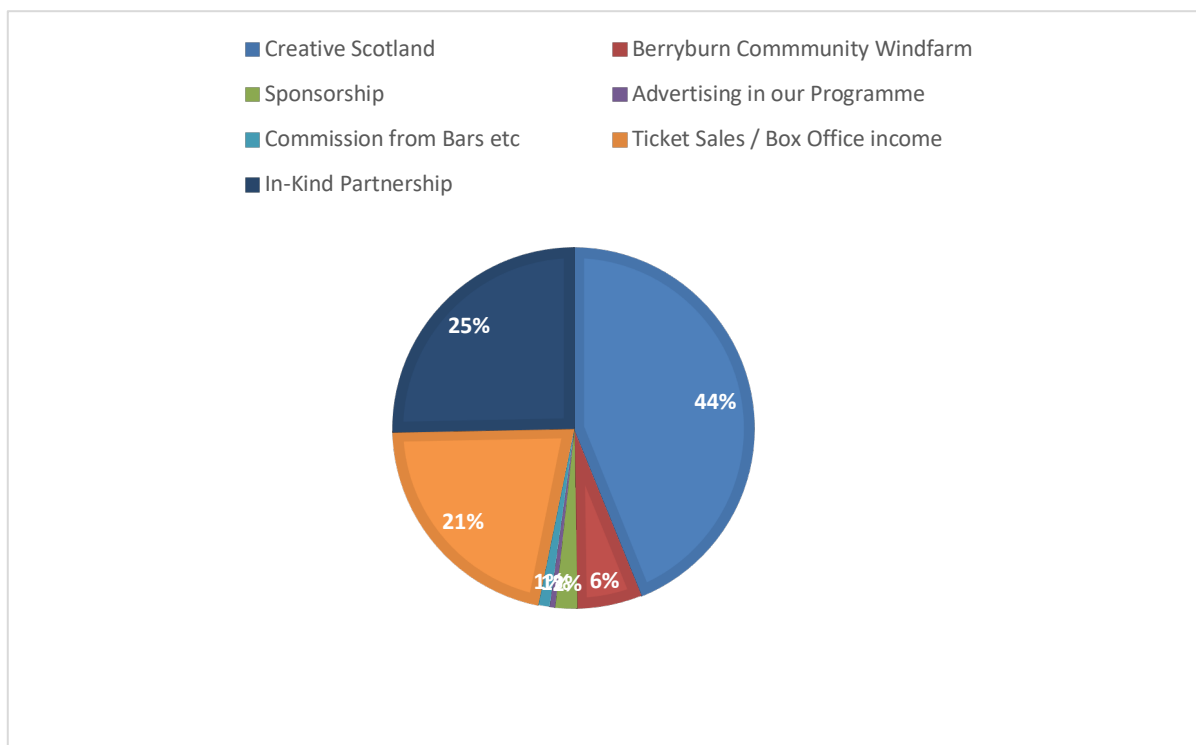
### Summary of Core Festival Event Budget

<b>EXPENDITURE</b>	<b>ACTUALS</b>
Performance Programme	£33,351.56
Partnership Working	£43,254.00
Festival Staff	£24,723.00
Production Costs	£13,285.00
Venue Hire	£5,981.00
Marketing / Audience Development	£19,253.00
Other Artists' Costs	£10,968.00
Findhorn Bay Arts Core	£20,000.00
<b>TOTAL</b>	<b>£170,815.56</b>
<b>INCOME</b>	
Creative Scotland: Open Fund	£75,000.00
BerryBurn Community Fund	£10,000.00
Sponsorship	£3,200.00
Brochure Advertising	£850.00
Commissions from Sales	£1,818.75
Ticket Sales / Box Office	£36,692.81
In-kind Partnership	£43,254.00
<b>TOTAL</b>	<b>£170,815.56</b>

## Core Festival Expenditure



## Festival Income



## Year of Stories Supported Programme

EXPENDITURE	ACTUALS
Creative Programme and Activities	£38,225.00
Production Costs	£23,240.00
Marketing	£6,009.00
Core	£2,500.00
<b>TOTAL</b>	<b>£69,974.00</b>

INCOME	ACTUALS
Event Scotland	£40,000.00
Funding for Small Halls	£19,974.00
Sponsorship for Lady of Avenel	£10,000.00
<b>TOTAL</b>	<b>£69,974.00</b>

