

FINDHORN BAY FESTIVAL

26 SEPT - 1 OCT 2018

MUSIC
THEATRE
DANCE
VISUAL ART
TOURS
TALKS
FAMILY EVENTS



EVALUATION & MARKETING REPORT

February 2019

Partners

Major Funders



Support for the Making More of Moray Project



Trusts & Foundations



Business Sponsors



Programme & Community Partners



Message from the Findhorn Bay Festival Director

Following the successes of the Findhorn Bay Festival in 2014 and 2016, Findhorn Bay Arts presented the 3rd biennial Festival in September 2018 with a quality programme of events that showcased local, national and international artists in the stunning surroundings of the Findhorn Bay area in Moray.

Since the Festival first took flight four years ago, we are proud to have received multiple awards and national renown for both the Festival and the year round work we do which brings creativity, people and place together.

Drawing upon the legacy of our Creative Place Award from 2015 we continue to recognise and celebrate local talent, encourage creative learning and promote creative collaborations between artists, businesses and organisations within the community – and when you bring these things together, truly remarkable things can indeed happen.



Photo Credit: Paul Campbell. Findhorn Bay Festival Opening Concert Audience - St Laurence Church, Forres

In working with a wide range of individuals and organisations, the Findhorn Bay Festival brought together the cultural and creative community and worked alongside the tourism sector, local businesses, accommodation providers and the third sector to achieve common goals highlighted in *We Make Moray*, the new Cultural Strategy for Moray as well as the Scottish Government's strategy that aims for a culturally cosmopolitan Scotland; a country capable of attracting and retaining gifted people, where creative community is supported and contribution to the economy is maximised.



The Festival also embraced Scotland's Year of Young People 2018 which provided a fantastic route for us to develop relationships, bring together new partners and offer unique creative learning opportunities whilst celebrating and showcasing the talents of our young people – the contributions of which that made the Festival so inclusive and so special for so many.

All of these things and more made the 3rd Findhorn Bay Festival an outstanding success. This success is just one highlight of our work which encapsulates more than just an event, it is the culminating of a year-round creative programme that contribute so greatly to our local culture and livelihoods.

Testament to this came in December 2018 as Findhorn Bay Arts received the prestigious 20th Anniversary SURF Award for Best Practice in Community Regeneration. Delivered in partnership with the Scottish Government, the award highlights, celebrates and shares our achievements in: delivering high quality regional arts activities that showcase local artists; improving pride of place; supporting the local economy; providing opportunities for young people; and attracting visitors to Forres and the surrounding areas.

Awards like this recognise and acknowledge the contribution that arts and creativity makes to galvanise and regenerate a community. This recognition is vital in helping us to continue to do what we do and to deliver positive and lasting impacts across Moray and following another successful Festival year, we feel strongly and strategically placed to do just that for many years to come.

On behalf of the Findhorn Bay Arts team and Board of Directors, I send a heartfelt thank you to the many artists, volunteers, community groups and organisations, businesses and hospitality sector who contributed support in so many ways to make the Findhorn Bay Festival 2018 a spectacular event, without you it would not have been possible.

The next Findhorn Bay Festival is planned to return, pending funding, the last long weekend of September 2020, Wednesday 23 to Monday 28 - I look forward to welcoming you back then.

Kresanna Aigner
Director
Findhorn Bay Arts

FINDHORN BAY ARTS



Contents

Partners.....	2
Message from the Findhorn Bay Festival Director	3
Contents	5
Executive Summary	6
Introduction	7
Festival Overview	8
Objectives	10
Achievements.....	11
Measurement	12
Evaluation of Objectives & Marketing Analysis	13
Objective 1: Audience Numbers & Origin	13
Objective 2: Participation	18
Objective 3: Artists & Performance Collaboration	20
Objective 4: Young People Engagement	23
Objective 5: Partnerships.....	26
Objective 6: Volunteers.....	29
Objective 7: Quality & Promotion	31
Objective 8: Profile Awareness	36
Objective 9: Economic Benefit.....	41
Summary, Conclusion & Next Steps	43
Appendices	44
Appendix 1: Findhorn Bay Festival 2018 Programme Synopsis.....	44
Appendix 2: Findhorn Bay Festival 2018 Artists	49
Appendix 3: Festival Partnerships	51
Appendix 4: Media Coverage	53
Appendix 5: Media & Advertising Reach	58
Appendix 6: Sample Editorial and Adverts	60
Appendix 7: Summary of Event Cash Budget	67

Executive Summary

The Findhorn Bay Festival 2018 brought together a wide range of working partnerships that delivered many benefits and opportunities for the local area.

The Festival created:

- 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 Festival achieved:

- 16,927 attendances
- Engagement with 2,426 young people
- The contribution from 62 local and 51 visiting artists/groups
- The support of 335 volunteers
- Participation from 868 local people
- 139 items of printed media coverage
- A marketing campaign reach of 9.2 million impressions
- £869,120 in local economic benefit

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

One small community succeeded in showcasing the scenic locations of the Forres region, arts and culture to an international audience, truly strengthening the status of the area as a Creative Place and providing a dynamic and engaged foundation on which local creativity can flourish from all year round.

Introduction

Findhorn Bay Arts is a not for profit company that aims to produce creative events and experiences across different art forms that engage with Moray audiences and attract visitors to the region.

The aim of the organisation is realised by staging high quality arts and cultural events that bring together outstanding artists from across Scotland and beyond, and up-and-coming artists from the Moray community. These events are designed to: be accessible and participatory; foster a greater awareness and interest in the arts amongst non-traditional audiences; attract visitors to the area, and; provide a platform and networking opportunities for local artists to develop from.

Our events and projects are organised in conjunction with regional and national stakeholders and deliver many social and economic benefits to the local community. In developing our programmes, we take inspiration from strategies and consultations including: *We Make Moray* Cultural Strategy, Moray Economic Strategy, Moray Speyside Tourism, the National Youth Arts Strategy *Time to Shine*, Forres Area Community Trust, and the priorities of Creative Scotland, Event Scotland, and Highlands & Islands Enterprise.

The Festival and associated projects are the result of two years of planning, engagement, workshops and educational opportunities reaching many hundreds of local people and drawing in an array of partners, supporters and contributors. To continue to sustain and grow this level of input and to inform the development of our programmes, the culmination of the Festival brings about a time for reflection, feedback and evaluation.

This report presents the outcomes of the 3rd 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.

The evaluation results returned from four perspectives - audiences, businesses, volunteers, and participants - supports the appraisal of the objectives set for the event and provides a context to inform the experience had by each of these stakeholder groups which enables Findhorn Bay Arts to develop, improve and grow the Festival over the coming years.

Festival Overview

Findhorn Bay Arts presented the 3rd biennial Findhorn Bay Festival from Wednesday 26 September to Monday 1 October with a spectacular six-day celebration of arts and culture that took place in unexpected spaces and scenic locations around the Bay of Findhorn in Moray.

The ethos of the Festival was to stage a programme of high-quality arts and culture events and activities. In doing so, the Festival offered something for all and brought together visiting artists from across Scotland and beyond who performed alongside local artists based in Moray and the North East. The Festival engaged residents, visitors and tourists alike through a diverse artistic programme and participation opportunities.

“A varied and exciting programme for all ages to be part of” – Audience Member. Forres, Moray.

Audiences were entertained with a unique and vibrant mix of theatre and performance, exhibitions and live music, fine-art and photography, talks, tours, vintage bus experiences, family events and lots of free activities, including the community event Culture Day Forres which turned Forres into a street carnival on Saturday 29 September.



Photo Credit: Paul Campbell. Todd Various at Culture Day Forres - Tolbooth Street, Forres



In Scotland's Year of Young People 2018, the Festival embraced and celebrated the energy, enthusiasm and talents of young people. Many took to the stage to perform whilst others worked in the background learning new skills and ensuring everything ran smoothly.

New to the Festival was a focus on *Making More of Moray* through the celebration of good local food, with the fertile Moray landscape providing a plentiful larder to sample from. Visitors enjoyed locally sourced organic bites in a Pop-Up Project Café, visited growers in their gardens, shopped the mini-market on Culture Day Forres or join a multi-cultural food and music event to tantalise the taste buds.

Findhorn Bay Arts produced a world premiere production of *The Buke of the Howlat* brining to life the 15th Century Older Scot's tale of wealth, power and creativity with an award-winning team of actor-musicians, a choir and community cast of talented local young people.

*“Stimulating, creative and heart felt with a real community spirit and great music” –
Audience Member. Edinburgh, Scotland.*

Leading up to the Festival, during and throughout October 2018, an educational and workshops programme delivered creative learning activities for children, young people and their families including creative making, learning Scot's language and storytelling.

In all, the Festival played host to 125 events from dawn till dusk across 30 unique local venues and stunning outdoor settings.

32 concerts and performances sold out including Duncan Chisholm: The Gathering, the Karine Polwart Trio, Northern Flyway, The Langan Band, Glitter & Sparkle Festival Ball, Catherine Wheels' Martha, Frozen Charlotte and Stadium Rock's NESTS, Vintage Bus Tours and several of The Buke of the Howlat shows.

Appendix 1 details all of the 2018 Findhorn Bay Festival activity. Appendix 2 shows a complete list of contributing artists, performers and groups. A copy of the full Festival programme can be viewed online or downloaded from

<http://findhornbayfestival.com/plan-your-visit/festival-programme/>

Objectives

The Findhorn Bay Festival 2018 was presented with the aim of achieving the following objectives based on key performance indicators:

1. An attendance of 14,185 across ticketed and free events, including audiences, staff, volunteers, participants and performers and a breakdown of attendances from:

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

2. Participation from 650 members of the public, local artists, businesses, heritage organisations and community groups throughout the six-day Festival

3. To provide a platform to showcase the creative talents of 50 local artists/groups and to enable collaborative working and performances

4. To engage with 2,000 young people by providing opportunities to attend workshops and performances that add to the learning curriculum

5. To work collaboratively with 50 funders, businesses, community and programme partners to deliver the Festival

6. To recruit 150 volunteers through our own networks and partner networks to support the Festival and offer experience in customer care and front of house stewarding

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

8. To raise 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:

- 8,500 unique website visitors to www.findhornbayfestival.com
- 4,000 social media followers via Facebook, Twitter and Instagram
- 100 items of printed media coverage equating to £20,000 in advertising value equivalency
- A marketing campaign reach of 6 million impressions

9. To contribute an estimated £779,275 to the local economy through the following spend:

- £500,000 from visitor and accommodation spend
- £279,275 from the allocation and local spend of project budgets

Achievements

The Findhorn Bay Festival 2018 achieved the following:

1. An estimated attendance of 16,927 across ticketed and free events, including audiences, staff, volunteers, participants and performers and a breakdown of attendances from:

- 59% Regional
- 36% National
- 3% Rest of UK
- 2% International

2. Participation from 868 members of the public, local artists, businesses, heritage organisations and community groups throughout the six-day Festival

3. Provided a platform to showcase the creative talents of 62 local artists/groups and enabled numerous collaborative performances and projects to be successfully delivered

4. Engaged with 2,426 young people by providing opportunities to attend workshops and performances that added to the learning curriculum

5. Worked collaboratively with 83 funders, businesses, community and programme partners to deliver the Festival

6. Recruited 335 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:

- 9,471 unique website visitors to www.findhornbayfestival.com
- 4,957 social media followers via Facebook, Twitter and Instagram
- 139 items of printed media coverage equating to £23,973.64 in advertising value equivalency
- A campaign reach of 9.2 million impressions

9. Contributed an estimated £869,120 to the local economy through the following spend:

- £589,845 from visitor and accommodation spend
- £279,275 from the allocation and local spend of project budgets

Measurement

A variety of methods was 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 and at street performances on Culture Day Forres
 - Culture Day Forres participants reporting audience numbers on feedback surveys
 - 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 School staff
- **Volunteer Numbers.** Measured using:
 - In house record keeping
 - Data collection from partner organisations
- **Audience Feedback.** 221 survey returns obtained via:
 - Face to Face Feedback. Surveys were carried out by Findhorn Bay Arts staff and volunteers at various events throughout the Festival
 - 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 in comment books from some events and by direct letter and email to Findhorn Bay Arts staff
- **Business & Accommodation Provider Feedback.** 46 survey returns obtained via:
 - Face to Face Feedback. Findhorn Bay Arts staff visited local businesses after the event and carried out surveys with business owners or managers
 - Online Feedback. An online survey link was circulated to accommodation providers after the event
- **Volunteer Feedback.** 12 survey returns obtained via:
 - Online Feedback. An online survey link was circulated after the event via email to all volunteers recruited by Findhorn Bay Arts
- **Participant Feedback.** 11 survey returns obtained via:
 - Online Feedback. An online survey link was circulated after the event via email to all participants
 - Direct Feedback. In addition to the survey returns, written feedback was received by direct letter and email to Findhorn Bay Arts staff

Evaluation of Objectives & Marketing Analysis

A strategic marketing plan for the Findhorn Bay Festival was implemented to help achieve the event objectives. Festival promotion via a variety of routes 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.

Objective 1: Audience Numbers & Origin

Objective	Achievement
14,185 attendances	Estimated 16,927 attendances
- 68% Regional	- 59% Regional
- 22% National	- 36% National
- 5% Rest of UK	- 3% Rest of UK
- 5% International	- 2% International

Outcomes:

- The Festival achieved the highest attendance figure for the event to date
- The Festival was successful in attracting a greater number of attendances than was outlined in the event objective demonstrating a successful marketing and programme strategy
- 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, skewing the percentage attendances from other areas
- The increase in national attendance is a welcome positive outcome of the 2018 Festival, showing that the awareness and interest of the Festival is spreading out with Moray and capturing the attention of those from across Scotland, helping to support domestic tourist growth

It is estimated that the Findhorn Bay Festival attracted a total attendance of 16,927 across ticketed shows, free events and from Culture Day Forres audiences. This attendance figure reflects the total attendance of audiences, staff, volunteers, participants and performers across all events throughout the six days; it does not refer to unique visitors. The attendance figure is made up of the following:

TOTAL ATTENDANCE	16,927
Audiences	15,299
Staff	49
Volunteers	335
Participants	868
Performers	376

The audience figure of 15,299 was made up of attendances at the following events:

AUDIENCE ATTENDANCE	15,299
Ticket Sales	4,522
Culture Day Forres	3,500
Picnic in the Park	600
Live Music Sessions	700
Pop Up Project Café	540
A Mile in My Shoes	437
Visual Art Exhibitions	4,700
Street Theatre	300

The estimated 16,927 attendances at the Festival demonstrates that the event was successful in achieving, and surpassing, the target attendance figure of 14,185 and in doing so attracted the highest Festival attendance figure to date. This achievement is testament to the strategic programming of the event which included:

- A variety of free exhibits and events such as Culture Day Forres
- Accessible ticket prices with Year of Young People, family ticket options, concessions and support worker prices
- Programming to suit families, children and adults alike offering something for all

“Brilliant professional performers interspersed with great, high quality free events. There really was something for everyone” – Audience Member. Nairn, Highlands.

“A good range of events, including things which were free to enter. I would not have gone to some things that I enjoyed had there been a charge” – Audience Member. Forres, Moray.

“Children’s activities were great” – Audience Member. Alves, Moray.



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 of visitors to the Festival was found to be:

- **59% Regional** – Moray
- **36% National** – rest of Scotland including Glasgow, Edinburgh, Stirling, Perth, Orkney, Aberdeen, Arbroath
- **3% Rest of UK** – including Wales, London, Dublin, Bristol, Gloucestershire
- **2% International** – Iceland, Australia, Germany, Ecuador, Canada, USA

This finding shows that the Festival attracted visitors regionally, nationally, from UK wide and internationally with the proportion of visitors, 59%, attracted from the regional area. The location of visitor origin shows a very strong local attendance with a higher than expected national attendance.

The differing breakdown of achieved visitor attendance in comparison to the objective figures can be attributed to the stronger than expected national attendance skewing the percentages obtained.

The stronger than anticipated growth in the national attendance demonstrates an increased awareness of the Festival across Scotland, a positive indicator for future development in this area. This is an encouraging finding and a possible indicator of future return attendance which would help in supporting the future sustainability of the event in years to come.

“Wonderful place, wonderful events, wonderful people” – Audience Member. Bristol, Southwest England.

“The Festival was super well organised with a great choice of artists and events, buzzing with energy” – Audience Member. Findhorn, Moray.

“Wonderful production and very good organisation – rich and inspiring” – Audience Member. Dublin, Ireland.

Marketing Analysis

To analyse how visitors heard about the Findhorn Bay Festival and to evaluate the effectiveness of the marketing methods used, the audience survey asked the following question:

How did you find out about the 2018 Findhorn Bay Festival?

From analysing the audience survey results, it is evident that all of the marketing methods used to advertise the Festival received a positive response as haven been the source for learning about the event.

The results show most visitors, 23%, said they heard about the Findhorn Bay Festival through *word of mouth*. This finding demonstrates a successful print, online and distribution marketing campaign that caught the attention and imagination of the public and was a topic of conversation that led to attendance. This finding highlights the importance of generating talking points surrounding the Findhorn Bay Festival programme of events.



Figure 1: How visitors heard about the 2018 Findhorn Bay Festival

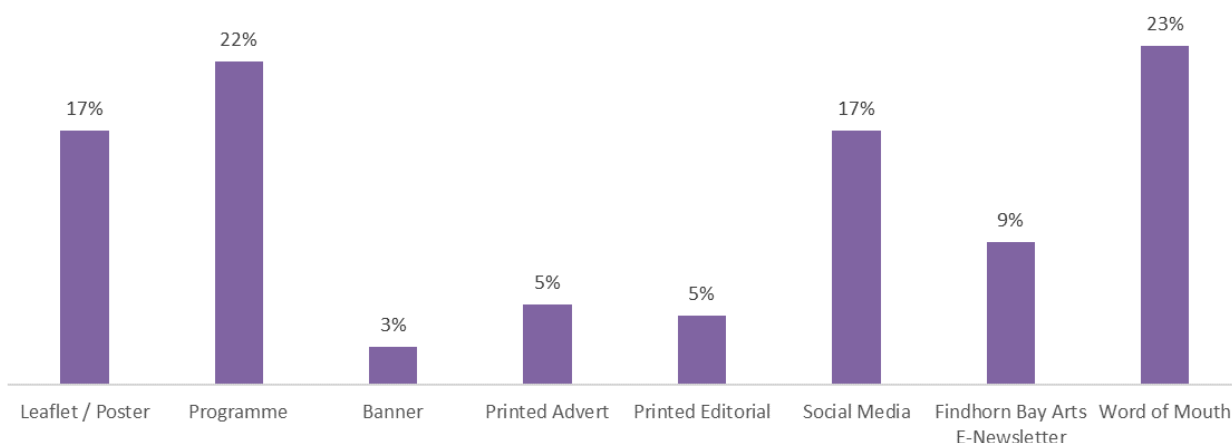


Figure 1 shows the breakdown of responses gathered pertaining to how visitors heard about the 2018 Findhorn Bay Festival. Other notable marketing sources that caught the attention of and attracted audiences to the Festival included: the Findhorn Bay Festival programmes; seeing a leaflet or poster; and, through social media posts.

Direct marketing via promotional and printed material was highly noted as a way of hearing about the Festival – leaflets, programmes, posters and banners gained a combined response of 42%. This finding suitably reflects the emphasis that was placed on the production and strategic distribution of printed material along the A96 corridor and in other key locations across Scotland.

The Findhorn Bay Festival demonstrates a strong local and national attendance, achieved through a successful marketing and media plan capturing the attention and drawing in interest. The event also demonstrates an ability to attract audiences from further afield across the UK and the rest of the world, though this is to a lesser extent than is desired.

A key area for 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 attending the Festival from these areas.

Objective 2: Participation

Objective: 650 participants

Achievement: 868 participants

Outcome: The Findhorn Bay Festival was successful in attracting a greater number of participants than was outlined in the event objective with 868 individuals taking part from local artists, creative and local business, heritage organisations and community groups

The participation figure of 868 was made up of individuals in the following areas:

TOTAL PARTICIPATION	868
Swarm Sculptures	12
Landscape Mixed Media Workshop	20
Language Workshops	133
Willy Wonders Splendid Hotel	50
Writer & Illustrator Talk	110
A Mile in My Shoes	20
Pop-Up: The Project Café	6
The John Byrne Awards Touring Exhibition	50
Culture Day Forres	146
Picnic in the Park	6
The Buke of the Howlat	315

The 2018 Findhorn Bay Festival was successful in achieving a higher than anticipated participation level, reaching and engaging 868 local individuals of all ages. From artists, creative and local businesses, to heritage organisations, community groups and schools, the Festival reached out and included as wide a range of local people as possible, truly making the Festival for all.

“It is often difficult to access local audiences but being part of Culture Day Forres allowed us to connect and promote the different things we do and offer” – Culture Day Forres Participant.

“Being part of The Buke of the Howlat opened me up to the world of professional theatre” – The Buke of the Howlat Community Participant.



The direct engagement with potential local participants was undertaken through extensive contact in person, telephone and email communication by the Findhorn Bay Arts team for several weeks and months leading up to the Festival. This direct approach was successful in engaging and involving 33% more participants than was outlined in the objective for participation.

As part of the Year of Young People 2018, Findhorn Bay Arts focused on a programme of participation for those aged under 25 years. During the 2016 Festival, almost 300 young people participated in the Festival programme, this was substantially increased to 719 at the 2018 Festival.

The young people participation figure of 719 was made up of individuals taking part in the following activities:

TOTAL YOUNG PEOPLE PARTICIPATION	719
Swarm Sculptures	1
Language Workshops	133
Willy Wonders Splendid Hotel	8
Writer & Illustrator Talk	110
A Mile in My Shoes	20
Pop-Up: The Project Café	5
The John Byrne Awards Touring Exhibition	50
Culture Day Forres	85
Picnic in the Park	1
The Buke of the Howlat	306

This notable achievement of participation shows a successful engagement with young people through Findhorn Bay Arts' work with Festival Youth Ambassadors, local schools and colleges, the IGNITE: Moray Youth Arts Hub, and the Cashback 4 Creativity programme *In The Mix*.

Establishing and growing key connections to engage with local young people, as well as, with artists, businesses and community groups to participate is a key development area for the Findhorn Bay Festival with continued growth in participation crucial in order to: maximise access to creative learning opportunities; continue to involve local people in the design and delivery of the Festival; and to, support the promotion and legacy of the event.

Objective 3: Artists & Performance Collaboration

Objective: Showcase 50 local artists/groups and enable collaborative working and performances

Achievement: 62 local artists/groups performed during the Findhorn Bay Festival and numerous collaborative performances and projects were successfully delivered

Outcome: The Festival was successful in attracting and showcasing a greater number of local artists/groups than was outlined in the event objective with approximately 70 contributing to the Festival programme and/or Culture Day Forres. The Festival programme included several events which enabled local artists and groups to perform and present alongside visiting artists

62 local artists/groups performed as part of the Findhorn Bay Festival programme and/or contributed to Culture Day Forres. Of all performing and contributing artists and groups, 51% were local to the Moray area with the remaining visiting 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 together on the same stage. Programmed collaborative performances included:

- Local DJ Monkey Magic and a multi-media installation by Forres based Sub Asian Sound Kitchen took to the stage alongside Shooglenifty in Forres Town Hall for an evening of multicultural music, food and visual art
- Mr McFall's Chamber performed in the Universal Hall with an opening set from Bukhari Community Choir. The Bukhari choir are an open access Moray based community choir, singing songs exclusively from the Republic of Georgia
- Emerging musician, from Forres, Michiel Turner was part of a triple bill line up of new music also featuring Blue Rose Code and Adam Holmes & the Embers
- Following The Loveboat Big Band performing at the Glitter & Sparkle Ball, local DJ's Monkey Magic and Special K kept a sold out audience on the dancefloor into the early hours with sets of classic sounds
- Moray based DJ Lewis Lowe performed a post-gig set following The Langan Band concert in Findhorn's James Milne Institute

- *The Buke of the Howlat* theatre performance brought together an array of local and visiting artists and team members including:
 - a writer hailing from Moray
 - four professional actor musicians, one Moray based
 - a Movement Director based in Findhorn
 - two young visiting musicians
 - a community cast of local young people from Moray College UHI NC Acting Course, Drumduan Upper School pupils, Varis Circus Group and upcoming parkourists
 - a young set build intern hailing from Forres
 - projections led by a Moray based artists with support from a Forres based young person
- The Saturday morning *Family Cabaret* brought together internationally renowned Let's Circus group onto the stage along side the Mad Hatters of Moray for fun and frolics for families to enjoy
- *Swarm Sculptures* formed and reformed throughout the weekend of the Festival with Lucy Suggate leading Dance North Community participants over several months prior to the performances



- Eden Court Integrated Performance Group brought their performance *Willy Wonders Splendid Hotel* to the Universal Hall in Findhorn. Choreographed by local dance artist Ruby Worth, the group included over 40 people with additional needs



- The Falconer Museum in Forres hosted the National Library of Scotland and Scots Scribe Dr Michael Dempster alongside an exhibition showcasing the Museum's fine bird collection
- A group of young people from across Moray were given the opportunity to work with the National Theatre of Scotland and The Empathy Museum to produce *A Mile in My Shoes* as part of the Year of Young People 2018
- Glasgow based The Project Café created the opportunity for 6 local people, including young people, to be part of the team delivering Pop-Up: The Project Café alongside a programme of performances of new and upcoming young artists
- Live Music Sessions took part throughout the six-day Festival in local public houses and cafes which enabled local musicians to participate in sessions alongside visiting musicians
- Moray based illustrator Kate Leiper teamed up with renowned children's writer James Robertson to deliver an interactive school-based talk about the process of creating *The Buke of the Howlat* publication

*“Being involved in this production has definitely given me so many benefits. I’ve met really wonderful people, got to know some people better, worked on a fantastic show, learned more about the intricacy of a production like this, learned about how I deal with certain situations, enjoyed so many things and it also reminded me why I started theatre in the first place, working in a team to bring something that people love together. It was pretty special ” –
Young Intern, The Buke of the Howlat.*

The festival engaged with and gave the opportunity for 62 local artists/groups to perform on a stage with an international audience – many more than was anticipated. The strong support of local artists and the ability of the Festival to programme collaborative performances is a unique selling point that Findhorn Bay Arts will work to expand upon for future events.

Objective 4: Young People Engagement

Objective: to engage with 2,000 young people **Achievement:** engagement with 2,426 young people

Outcome: Attendance at educational workshops and performances, and participation through the Findhorn Bay Festival reached 2,426 local young people. Attendance and participation from pupils from eight Moray schools and Moray College UHI enabled the Festival to exceed the outreach and education engagement objective



Photo Credit: Paul Campbell. Academy Pupils attend Take My Word For It - The Tollbooth, Forres

The outreach and education work of the Findhorn Bay Festival was an extremely important aspect of the Festival programme. Workshops were held with various artists enabling 586 young people from eight schools across Moray the opportunity to take part in creative learning experiences that enhanced the standard curriculum.

Attendance and participation was achieved from activities including:

- Storytelling and Creative Making Workshops were held for families and in three primary schools in the Moray area with 240 young people participating. Those attending experienced the story of *The Buke of the Howlat* with storyteller Douglas Mackay and inspired by story Karen Collins facilitated a willow making workshop. The willow shapes created were then used as part of the set for *The Buke of the Howlat* performance in the grounds of Brodie Castle

- James Robertson and Kate Leiper delivered an interactive school-based talk about the process of creating *The Buke of the Howlat* publication and introducing pupils to the Scots language to over 110 primary aged pupils
- Language Workshops led by the Elphinstone Institute were delivered in two secondary schools and a primary school in Moray with a participant from 133 pupils
- 7 secondary school pupils attended *Take My Word For It*, a discussion on Scotland as a bi-lingual nation
- 30 secondary school pupils from 2 Moray schools attended *The Buke of the Howlat* performance
- 45 young people from Drumduan Upper School and Moray College UHI NC Acting course worked with the Musical and Movement Director to perform in *The Buke of the Howlat* production
- 10 young people gained work experience by working directly with the core creative team from *The Buke of the Howlat* to develop and present the production in roles including lighting, video design, music, scheduling, costume and prop design, and choreography
- 11 young people took up a role as a Festival Youth Ambassador, promoting and supporting the event and learning new skills along the way

“Thanks to the team for ensuring we had a wonderful time. The pupils got so much from the experience and are enthused and energised as a consequence. We loved the atmosphere and we really appreciate how Findhorn Bay Arts enabled us to participate ” – Teacher, Local Academy.

In total, 2,426 young people attendances were recorded from the Findhorn Bay Festival from the following:

TOTAL YOUNG PEOPLE ATTENDANCE	2,426
Audience	1,615
Staff	6
Volunteers	20
Participants	719
Performers	66

As part of the Year of Young People, the Festival aimed to develop the breadth of opportunities available to young people as well as the levels of participation and audience attendance. Both aims were successfully achieved with more young people engaged than set out on the event objective and more opportunities made available through *The Buke of the Howlat* production.

“The Festival was a brilliant event. My highlight was playing music to people who enjoyed listening. Being part of the Festival was an enjoyable experience and it provided me with further performance experience. It has proved that volunteering and working in the creative sector is something I enjoy doing” – Young Festival Participant.

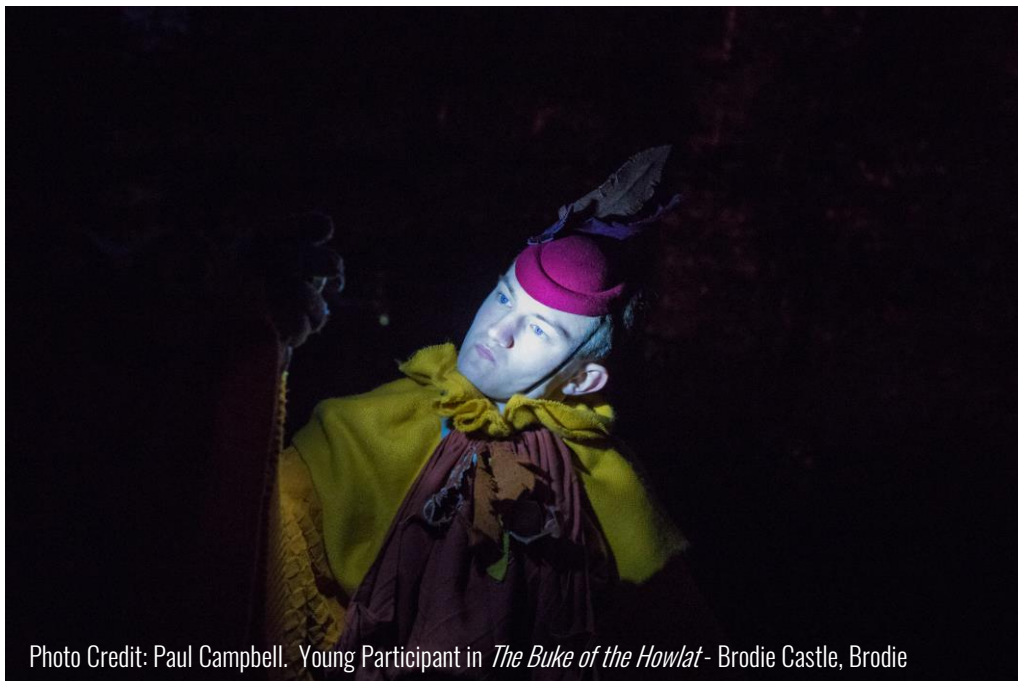


Photo Credit: Paul Campbell. Young Participant in *The Buke of the Howlat* - Brodie Castle, Brodie

For the first time, Findhorn Bay Arts engaged a group of Festival Youth Ambassadors. Modelled on the engagement technique used through IGNITE: Moray Youth Arts hub, the Youth Ambassadors group enabled for more in-depth engagement with young people from across Moray.

Also new to the Festival this year was special Year of Young People ticket prices for also those aged under 26 years of age. Incentive ticket prices across 14 events were offered to younger audiences at a substantially reduced rate, opening doors and making the Festival more accessible to younger audiences.

Incorporating these new activities alongside the Festival's outreach and education programme enabled the Festival to reach its greatest ever number of young people – an achievement which will be built on for future events.

Objective 5: Partnerships

Objective: 75 partnerships

Achievement: 90 partnerships contributed to the Festival

Outcome: Findhorn Bay Arts developed and worked with 90 funders, local businesses, community and programme partners to deliver the Festival. 28 new partnerships were developed and established this year enabling for a further reaching marketing campaign through joint promotion and the enhancement of events from in kind contributions and support

Collaboration and partnership working with funders, local businesses, community groups and programme partners is a key aspect to the successful delivery of the 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.

This year the Findhorn Bay Festival worked with 90 different partners from the following:

TOTAL OF FESTIVAL PARTNERS	90
Major Funders	5
Support for Making More of Moray	1
Trusts & Foundations	3
Business Sponsors	7
Programme & Community Partners	20
Festival Venues & Locations	29
Food & Accommodation Providers	12
In Kind Support of <i>The Buke of the Howlat</i>	13

The Festival received 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.

It is a core aim of Findhorn Bay Arts to enhance the artistic reputation of Moray through the delivery of local events and projects and by creating and supporting partnerships with others. Key business, arts, cultural, heritage, community and programme partnerships that happened during the Festival included:

- **Tornagrain by Moray Estates** sponsored the Festival for a second time and supported *The Buke of the Howlat* production. Lord and Lady Moray also opened the doors to Darnaway Castle and Estate, which is usually closed to the public, to host *Darnaway at Dawn* and welcome the *Ballad Bus Tour*



- **Benromach** was an event sponsor for the third time. Red Door Gin, launched by family owned Benromach Distillery earlier in 2018 was also integrated into the *Glitter & Sparkle Festival Ball*
- **West Beach Caravan Park** was a new event sponsor. Their partnership included accommodation for visiting journalists as well as providing a newly refurbished venue to host the *North Sea Fishing* exhibition. Through their contribution, the Festival was also able to secure match funding from the Culture & Business Fund Scotland
- **Robertson & AJ Engineering** were both new Festival sponsors and each supplied in kind materials used to support the event infrastructure and *The Buke of the Howlat* production
- **The Phoenix Shop and Café** sponsored the Festival for the first time and alongside The Findhorn Foundation supported *Picnic in the Park*
- **The Findhorn Foundation** provided in kind meals for Festival artists and co-presented *Picnic in the Park*
- **Tesco Forres** supported the promotion of the Festival in store by allowing for the placement of outdoor advertising and programmes at checkouts. The store hosted outdoor theatre and enabled The Travelling Gallery to be stationed in the store car park
- **The Mosset Tavern & Red Lion** both hosted and contributed finance towards live music sessions and provided complimentary meals for artists
- **Cardamon Spice** partnered with the Festival to cater for the *Shooglenifty Multi-Cultural Music & Food* event. The restaurant also provided in-kind meals for artists
- **Dance North Scotland** engaged community participants with Lucy Suggate to produce *Swarm Sculptures*
- **The Project Café** Glasgow worked with six local people to deliver Pop-Up: The Project Café across the Festival
- **The National Trust for Scotland Brodie Castle** hosted and promoted *The Buke of the Howlat*
- **Saltire Society** supported a design intern to work on *The Buke of the Howlat*
- **National Theatre of Scotland** provided in-kind support and production advice for *The Buke of the Howlat* show and alongside The Empathy Museum curated *A Mile in My Shoes* with young people living in Moray



Of the 90 partners engaged by Findhorn Bay Arts to produce the Festival, 62 were from continued supporters and 28 were newly established in 2018 showing sustained partnership support as well as continued partnership growth.

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

The partner support received for the Findhorn Bay Festival far surpassed the anticipated level of partnership that was outlined in the event objective. Findhorn Bay Arts will use this strong track record to further sustain and develop partnership working for future Festivals with the intention of progressing towards sponsors supporting signature events.

A full listing of Festival partners is provided in Appendix 3.

Objective 6: Volunteers

Objective: 150 volunteers

Achievement: 335 volunteers

Outcome: The Festival was successful in attracting a greater number of volunteers than was outlined in the event objective with approximately 275 individuals taking part from local artists, creative and local business, heritage organisations and community groups

TOTAL VOLUNTEERS

335

Through Partner Organisations, Venues and Events	139
Through Findhorn Bay Arts Volunteer Recruitment	50
Through Culture Day Forres Participants	146

Volunteers are integral to the smooth running of the Findhorn Bay Festival carrying out key roles including stewarding, customer care, front of house and box office support. Findhorn Bay Arts directly approached and engaged with groups to recruit and encourage voluntary participation which resulted in 50 individuals giving their time to help throughout the six-day event.

Partnership working resulted in a further 139 volunteers providing support via partner organisations and events, including from Brodie Castle NTS, Universal Hall, Falconer Museum and The Findhorn Foundation.

Artists and community groups that participated in Culture Day Forres reported an exceptional number of 146 volunteers who supported activities.

It is estimated that each volunteer gave at least 4 hours-time amounting to in excess of 1,340 volunteer hours being contributed over the six-day Festival. Based on the national minimum wage rate of £7.83 per hour, the volunteer time cost equivalent amounts to at least £10,492.20.

The keen uptake of volunteers both directly and via participating organisations and artists is testament to the unique opportunities and experiences that the Festival and Culture Day Forres can provide for volunteers. Indeed, 83% of volunteers reported that they had learnt new skills from volunteering with the Festival and that the experience had helped them to meet new people, access local arts and culture, and to feel part of a team. As a result, 92% said they felt inspired to volunteer again with the Festival or another organisation.

As the Findhorn Bay Festival grows and develops, so too does the depth of experience and contacts which enables the event to attract so many willing and able volunteers. Successful volunteer recruitment will continue to be a crucial aspect of future work and Findhorn Bay Arts endeavours to invest in the volunteer potential and to become part of the Forres Area Volunteer Marketplace to better share local volunteer resources.



“I enjoyed the variety of events and the range of interesting opportunities the Festival provided” – Festival Volunteer

“The volunteer staff went out of their way to be helpful. There was a general ‘can do’ atmosphere around the whole event” – Audience Member, Edinburgh

“The festival was an amazing volunteer experience. It was great fun getting to know the local area, the people, helping with the varied programme and the lovely artists, and also being part of a great team” – Festival Volunteer

Objective 7: Quality & Promotion

Objective: to produce a high-quality Festival that promotes the arts, culture and the local area

Achievement:

- Positive feedback comments received relating to the quality of performances and events
- 91% of audiences said the Festival met or exceeded expectations
- 82% of visitors from out with the area said the Festival was the primary reason for visiting Moray
- 91% of visitors from out with the area said they felt inspired to visit Moray again after attending the Festival
- 100% of local businesses and 86% of local accommodation providers felt the Festival helped raise awareness of the local area, visitor attractions and business offerings

Outcomes: The Findhorn Bay Festival successfully produced a high-quality Festival that promoted the arts, culture and local area. This is demonstrated by the very positive visitor feedback received which included direct reference to the 'quality' of the programme, performances which met or exceeded audience expectations, and favorable comments pertaining to 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. All of the local businesses and the majority of accommodation providers surveyed felt that the Festival raised awareness of the local area, visitor attractions and the local business offering

To assess the quality of the Festival and the extent of promotion for the arts, culture and the local area, a variety of indicators and answers were analysed from the feedback survey results.

Quality

The assessment of 'quality' was carried out using a combination of subjective and objective factors. In recognising that personal opinion and experience play a key role in the judgment of 'quality', questions were asked in the feedback surveys that elicited a qualitative response that the assessment of 'quality' could be drawn from. The survey asked:

What did you enjoy most about the Festival?

Responses included 40 accounts which used the word 'quality', all of which commented on the positive quality of the events, programme and value for money. Audience member responses included:

"High quality art on my doorstep and the feeling of being part of something that brought together and energised the whole community" – Audience Member Forres, Moray

"The quality of the programme and the overall cultural experience is getting better and better every festival" – Audience Member. Findhorn, Moray

"We have become accustomed to a very high range and quality of events. This year maintained the standard we expected" – Audience Member. Highlands & Islands, Scotland

"The quality and breadth of events, the festival atmosphere and the sense of inclusion and community added up to a wonderful festival that exceeded my expectations" – Audience Member. Forres, Moray

Figure 2: Most Frequently used Words to describe what Visitors Most Enjoyed



Figure 2 shows an illustration of the words frequently used by visitors to describe what they enjoyed most about the Festival including the word 'quality'.

Notable best aspects included: atmosphere, quality, events, variety, buzz, friendly, art, buzz, choice, community, venues, people and fun.

Notable best performances included: Duncan Chisholm, Blue Rose Code, Darnaway at Dawn, Adam Holmes & the Embers, The Buke of the Howlat, Karine Polwart, Northern Flyway, Culture Day Forres, Ballad Bus Tour and Opera Highlights.



Conversely, the constructive feedback about the Festival experience was also used as a 'quality' indicator. The survey asked:

Is there anything that could have improved your festival experience?

Of the 221 responses received to this question, 55% responded with the answer 'no', 'nothing' or similar remarks. There were no remarks made about 'poor quality' or other such comments about the quality of the Festival or artists, indicating that a high-quality Festival was achieved.

By asking this question, valuable feedback is also received that Findhorn Bay Arts will take on board to improve future events. For example, signposting directions to accessible entrances, providing event end times where possible, and improving upon sound clarity in some venues.

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. The feedback surveys asked the following question:

How did the Festival compare with your expectations?

91% indicated that the Festival met or exceeded their expectations, indicating that the event was to a satisfactory quality standard.

Promotion

Hosting the Festival to promote local arts, culture and the tourist offering available throughout the year is an important event objective. Numerous comments from audiences pertained to the heightened profile of the area and the growing artistic offering in their feedback, including:

“Puts Forres and Findhorn on the map as a major event in Scotland's cultural calendar ” – Audience Member. Edinburgh, Scotland

“The Festival is making Moray thrive ” – Audience Member. Keith, Moray

“This is a major event in the Forres calendar. The organisers are to be thanked and complimented for their vision and efforts to make the festival and Forres a must visit destination ” – Audience Member. Highlands & Islands, Scotland.

“The festival definitely adds value to living life in Scotland ” – Audience Member. Findhorn, Moray

“Findhorn Bay Festival, by growing capacity, and building relationships on the ground, and by generating a concentrated buzz of energy, offers a tremendous platform for growing the audiences of all the artists it programmes ” – Karine Polwart

“You are doing an amazing job in bringing so many beautiful different experiences to our area, keep it going, please ” – Audience Member. Forres, Moray

To further assess the ability of the Festival to facilitate promotion, the local business feedback survey asked:

Do you feel the Festival helped to raise awareness of the local area, visitor attractions, and businesses / shop offerings?

And the accommodation provider feedback survey asked:

Do you feel the Festival helped to raise awareness of the local area and tourist offering?



The surveys returned showed that 100% of local businesses and 86% of accommodation providers felt the Festival had raised awareness for the area. The combination of positive audience feedback as well as local business and accommodation providers all citing the benefits the Festival brings in terms of promotion clarifies that the event objective was successfully met.

“Events locally do, without a doubt, increase the awareness of the area as a place to visit” – Accommodation Provider. Forres, Moray.

“The Festival brought crowds to the area” – Local Business Owner. Forres, Moray.

“Anything that brings visitors into Moray is indirectly benefiting the tourism industries” – Accommodation Provider. Forres, Moray.

“Good for town, community and businesses” – Local Business Owner. Forres, Moray.

Through the analysis of qualitative feedback, it can be deduced that the Findhorn Bay Festival successfully produced a high-quality Festival that prompted the arts, culture and local area. Indeed, the Festival attracted visitors to the area and as a result of having visited, a high number felt inspired to visit Moray again, creating a potential long-term positive impact for return visitors to the area in future.

Findhorn Bay Arts will continue to strive in producing and bringing to the area high-quality arts and culture events for locals and visitors alike to enjoy.

Objective 8: Profile Awareness

Objective:

- 8,500 unique website visitors to www.findhornbayfestival.com
- 4,000 social media followers via Facebook, Twitter and Instagram
- 100 items of printed media coverage equating to £20,000 in advertising value equivalency
- A marketing campaign reach of 6 million impressions

Achievement:

- 9,471 unique website visitors to www.findhornbayfestival.com
- 4,957 social media followers via Facebook, Twitter and Instagram
- 139 items of printed media coverage equating to £23,973.64 in advertising value equivalency
- An estimated marketing campaign reach of 9.2 million impressions

Outcome: The media reach and engagement surrounding the 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

The Findhorn Bay Festival website was updated and launched on Thursday 14 June 2018, accessible at www.findhornbayfestival.com. Google Analytics show that the website received 9,471 unique visitors during the four-month campaign period generating 46,104 page views across the site.

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

WHERE WEBSITE TRAFFIC CAME FROM

Organic search via a search engine	38%
Direct URL search and click on links in emails/documents	29%
Social media	17%
Referrals from links in other websites	16%

This data shows that most used route to finding the Findhorn Bay Festival website was via organic search from unpaid search engine results. Search terms used to find the Festival website included: Findhorn Bay Festival, Findhorn Bay Festival 2018, Findhorn Bay Arts Festival 2018, and Findhorn Festival.

The high percentage of organic search results is consistent with *word of mouth* advertising resulting in the spread of people searching for the Festival haven seen or heard about it via various routes. Similarly, traffic from direct URL search and email and document clicks can be attributed to the Findhorn Bay Festival website address being printed on 15,000 programmes, 20,000 leaflets and 1,000 coasters as well as from direct email campaigns circulated containing the website address.

Of the social media traffic received, 83% was received via Facebook, 16% via Twitter and 1% from Instagram.

The Festival marketing activity plan includes an effort for the event to be listed and included in information on other websites across the web. This year, a small amount of finance was also invested in paying for online advertising to test the success of this route for future options in reaching new and wider audiences.

The top 5 website referral links used were:

1. whatsonhighlands.com (paid for inclusion)
2. finhornbayarts.com
3. invernessairport.co.uk (paid for inclusion)
4. karinepowart.com
5. scotlandbigpicture.com

Notably, the two sites which used paid for inclusion both appear in the top three referral list, indicating a successful trail of paid for online advertising. The Findhorn Bay Arts website was a popular referral route, indicating a public knowledge of the organisation that hosts the Festival and as in 2016, programmed artists' website again drew in audiences to the Festival website. Notably, event listing referrals were not highly ranked from this campaign period.

The target objective of 8,500 unique website visitors to www.findhornbayfestival.com was achieved and surpassed, reaching 9,471 unique visitors. This signifies a strong and varied marketing awareness campaign, effective use of paid for online advertising, targeted direct marketing and the engaging use of social media that directed people to visit and explore the Festival website.

Social Media

Social media played an integral role in promoting the Festival with Facebook, Twitter and Instagram being used to connect with potential visitors, artists, stakeholders and partners with the aim of capturing the imagination, increasing ticket sales and encouraging attendances.



Photo Credit: Paul Campbell - Secret Studio Tour - Jonathan Wheeler Studio, Findhorn

Following the launch of the Festival programme, a promotional video was released online as well as photographs and a series of planned posts targeting different groups of people and areas of interest. During the Festival updates were regularly posted, and post Festival thank you messages and photographs were also shared on social media channels.

Over the four-month campaign period, social media follower numbers increased as follows:

TOTAL	4,111	4,957	17%
Twitter	1,482	1,627	9%
Facebook	2,247	2,678	16%
Instagram	382	652	41%
	June 2018	October 2018	% Increase

During the same period, posts on social media about the Festival reached 290k people – this was achieved mainly through organic reach with seven Facebook promoted posts being used. The most successful post was the main Festival promotional video released in June 2018 which reached 21k people.

The target objective of achieving 4,000 social media followers across Findhorn Bay Arts’ social media channels was achieved and surpassed during the Findhorn Bay Festival campaign period. For future social media growth, the Festival will aim to capitalise upon growing Instagram followers as well as investigating the use of new channels such as Snap Chat.



Print Media and Online News

In the months leading up to the Festival an emphasis was placed upon building key media relationships and to grow connections with new media outlets. Relationships were developed to access new editorial opportunities, to broker advertising with an editorial commitment and to encourage press attendance to review events.

Seven official press releases were circulated to regional and national channels as follows:

1. February – Festival Dates Launch
2. June – Findhorn Bay Festival Programme Launch
3. July – Volunteer with Findhorn Bay Festival
4. August – Making More of Moray
5. August – Language, Culture and Identity
6. September – The Buke of the Howlat
7. September – Stage is Set for a Spectacular Showcase

Adverts and editorial were secured in publications such as Flybe inflight magazine, The List Festival Guide, Inverness City Advisor and Spotlight Magazines and highlight features and reviews were printed in The Herald, The National and The Scotsman. Substantial coverage was also received from local publications including 7 Day Magazine, Press & Journal, The Forres Gazette, Northern Scot and online news channel Forres Local. Event listings were also published across a variety of print and online channels.

In total, 139 items of media coverage were generated about the Findhorn Bay Festival from January to October 2018 surpassing the target objective of 100 items.

The advertising value equivalency (AVE) from printed newspaper coverage was calculated to establish the monetary worth of each article. Using the advertising industry standard equation below, the monetary worth of Festival press coverage totalled £23,973.64, marginally above the target figure.

Advertising Value Equivalent Equation:

$$\text{Length of column (cm)} \times \text{single column cm rate (SCC)} \times \text{no of columns} = \text{advertising cost}$$

It should be noted that the AVE figure does not take into account the increased credibility of editorial over advertising, the tone of the coverage, the positioning of the coverage, or web-based coverage.



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. Both the number of items and AVE figures achieved were greater than set out in the event objective and this can be attributed to two main factors:

- An earlier Festival launch date allowing for more lead in time and opportunities to release more new stories
- The successful engagement with journalists to review the Festival resulting in increased coverage in national newspapers

For future events, Findhorn Bay Arts will endeavour to sustain and develop this level of national press coverage whilst exploring possibilities for international and television coverage to reach a broader audience.

Appendix 4 details the full list of media coverage achieved.

Marketing Campaign Reach

From the media, advertising and social media coverage gained for the Findhorn Bay Festival is estimated that at least 9.2 million impressions were made upon audiences, achieved via the following:

MARKETING CAMPAIGN REACH	9.2 MILLION
Media – printed press, online news and radio	7,520,836
Paid Advertising – printed, online and outdoors	1,429,275
Social Media – Facebook, Twitter & Instagram	289,716

A full breakdown of media and advertising coverage and associated estimated reach can be viewed in Appendix 5.

With such vast regional and national exposure, the profile of the Festival, Findhorn Bay Arts and Moray’s local arts and cultural sector was undoubtedly raised through the marketing campaign period.

Appendix 6 contains some examples of editorial and adverts published during the Findhorn Bay Festival 2018 campaign period.

Objective 9: Economic Benefit

Objective: £779,275 local economic benefit

- £500,000 visitor spend
- £279,275 project spend

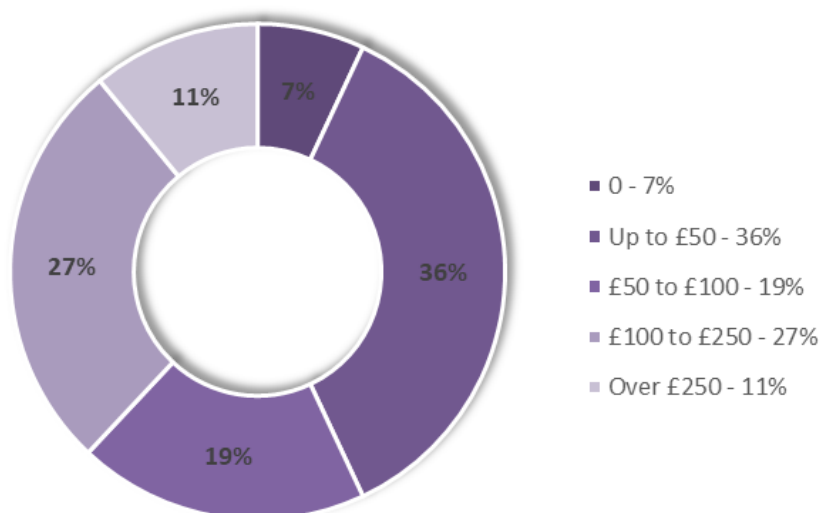
Achievement: £869,120 local economic benefit

- £589,845 visitor spend
- £279,275 project spend

Outcome: The Findhorn Bay Festival was successful in generating an estimated local economic benefit of £869,120 exceeding the event objective and can be attributed to the higher than anticipated visitor spend

The Findhorn Bay Festival is part of a network of local economic development taking place within the Forres area. Events which bring an economic boost, such as the Festival, help enable the community to continually develop a strong and sustainable local economy. The economic impact value of the 2018 Findhorn Bay Festival was calculated using the reported visitor and accommodation spend from survey analysis and also includes the amount of funding that was spent locally to stage the Festival.

Figure 3: Breakdown Percentages of Reported Visitor Spend



From the information returned in the visitor evaluation surveys, the reported local spend on food and drink, travel, gifts etc. varied from £0 to over £1,000. Figure 2 shows the percentage breakdown of reported spend. From the figures obtained, the average person spend was calculated to be £109.05.

Of those that reported staying in paid for accommodation to attend the Festival, the average cost per person per night was calculated to be £71.21 – this included a range of accommodation from a night’s stay for £14 camping at Findhorn Bay Holiday Park to over £150 a night for a deluxe hotel room.

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 £869,120, greatly exceeding the event objective. This figure was achieved by the following:

LOCAL ECONOMIC BENEFIT **£869,120**

Visitor Spend

£109.05 reported average spend per person	
£109.05 (rounded) x 4,231 people	£461,383
£71.21 reported average spend per night per person	
£71.21 x 1,804 nights stayed	£128,462

Project Spend

Festival	£157,963
The Buke of the Howlat	£101,312
Educational Programme	£20,000

To help corroborate that the visitor spend was spent in local business, a survey of local shops was also conducted. During the six-day Festival 70% of business respondents reported an increase in footfall and 53% reported increased sales. The average sales increase reported was between 10-30% with several businesses citing that sales were up by 50% on Saturday 29 September when Culture Day Forres was held.

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.

The Findhorn Bay Festival was successful in generating an estimated local economic benefit of £869,120, exceeding the event objective. This higher than anticipated value can be attributed to a greater visitor spend than predicted – a positive indicator that the Festival can bring additional income into the Moray area, which can be developed upon into successive events.

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

Summary, Conclusion & Next Steps

The Findhorn Bay Festival was successful in achieving and surpassing all expectations as set out in the event objectives and evidenced through this extensive evaluation.

Key success indicators included:

- An attendance of 16,927 across ticketed and free events
- Wide engagement and inclusion of local participation with in excess of 868 artists, business, heritage organisations and community groups contributing to the Festival
- Showcasing 62 local artists/groups and provided a platform for artistic collaboration between local and visiting artists
- The engagement with 2,426 young people
- Working collaboratively with 83 funders, businesses, community and programme partners to deliver the event
- The recruitment and support of 335 volunteers
- Feedback from audiences indicating the Festival was of high quality
- A satisfied audience, with 91% reporting that the Festival met or exceeded expectations
- 139 items of printed media coverage equating to £23,973.64 in advertising value equivalency
- An estimated campaign reach of 9.2 million impressions via media coverage, advertising and social media increasing awareness of the Festival and area
- Contributed an estimated £869,120 to the local economy

Through creative events and activities, Findhorn Bay Arts has demonstrated the resounding positive economic and social benefits brought to the area through the Festival. 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 shop owners through to nationally renowned organisations, businesses and artists.

As these successes are celebrated, Findhorn Bay Arts enter the coming years facing substantial cuts to budgets, locally, nationally and from EU funding coming to an end. This presents a pressing challenge for the organisation to broaden partnerships with sponsors and funders in order to sustain the Festival and year-round programme of creative learning activities – and the first step to doing so is through applying for Charitable status.

With the support of the local community, a dedicated Board of Directors and experienced team, the Findhorn Bay Festival will return, pending funding, the last long weekend of September 2020, Wednesday 23 to Monday 28.

Appendices

Appendix 1: Findhorn Bay Festival 2018 Programme Synopsis

The Festival opened with a stunning sold out concert from one of the most accomplished and authentic interpreters of traditional Highland fiddle music, Duncan Chisholm, with his extended line up the gathering. Once again, the Festival opening concert was held in the historic St Laurence Church in Forres suitably lit and poised as a stunning and unique venue.



Photo Credit: Paul Campbell. Duncan Chisholm: The Gathering - St Laurence Church, Forres

“Superb atmospheric location and beautiful music from Duncan Chisholm, a stunning performance in a perfect setting” – Audience Member. Gorthleck, Highlands.

Music featured prominently in the programme. Recently crowned BBC Radio 2’s Folk Singer of the Year’, Karine Polwart played her only Scottish date with music from her forthcoming album *Laws of Motion* in Forres, alongside her brother Steven Polwart and the Fair Isle multi-instrumentalist Inge Thomson. Fuelled by a visceral punk spirit, The Langan Band had Festival crowds dancing by the sea in Findhorn. Newly crowned winners of the Scottish Awards for New Music, Mr McFall’s Chamber were joined by the local Bukhari Community Choir for an early Saturday evening concert taking place in the stunning Universal Hall.

A triple bill of new music featured Blue Rose Code (The Skinny 2017 Scottish Album of the Year), one of the brightest rising stars on the UK roots music scene Adam Holmes & the Embers, and local emerging musician Michiel Turner for a night of supreme musical talent in Forres Town Hall. Michiel returned to the Festival as a featured artists haven been welcomed as the first ever young musician in residence at the 2016 Festival.

From bittersweet memories to rude and raunchy, poet and playwright Liz Lochhead (Scots Makar until 2016) brought her beguiling mix of poetry, monologues and music complemented by the gentle and soulful saxophone of Steve Kettley in *Some things Old, Some things New*. Festival goers were treating to a double-dose of the rip-roaring, chain smoking nae-messin' heroine as Alan Bissett delivered a double bill of the Fringe First award-winning *The Moira Monologues & More Moira Monologues*.

“Friendly, spontaneous, high quality event with a good mix of performance and art” – Audience Member. Broughty Ferry, Dundee.

Returning to the Festival line up, Scottish Opera were back on the road with *Opera Highlights* delivering an evening of short operatic treasures in Forres Town Hall. Moray based dancer and choreographer, Karl Jay-Lewin, presented *Extremely Pedestrian Chorales* where the prosaic and commonplace experience of the pedestrian was explored through movement as an act of beauty, meaning and gentle comedy.

Themes of migration, language and modern identity were explored throughout the Festival programme. Audiences could take a guided walk spotting the birds of Findhorn Bay with A9 Birds; meet the Scots Scriever at the Falconer Museum's *Birds & Wirds* exhibition; join in on a discussion on Scotland as a bi-lingual nation; or visit the *Waves O' Flight* open exhibition on the edge of the Findhorn Bay Nature Reserve. Throughout the Festival weekend, *Swarm Sculptures* formed and reformed with Lucy Suggate and dancers from Dance North's (previously Bodysurf Scotland) community dance programme and *Northern Flyway* by Inge Thomson & Jenny Sturgeon created a musical journey exploring the connection between people and birds against a lush evocative skyscape of stunning visual imagery.

At the heart of the 3rd Festival, Findhorn Bay Arts presented the world-premiere promenade theatrical adaption of *The Buke of the Howlat*, a 15th century epic Older Scots poem - Written by Morna Young, Directed by Ben Harrison and supported by the Year of Young People 2018 Event Fund. A team of actor-musicians, a choir and a community cast featuring talented local young people, worked with an award-winning creative team to re-tell this very old and very local story of wealth, power, identity and creativity. Set at dusk, you will follow the outdoor musical adventure around the shrubbery in the grounds of the historic Brodie Castle.



The Festival offered a feast of visual art. Award-winning Scottish documentary photographer, Jeremy Sutton-Hibbert (Time, National Geographic) presented *North Sea Fishing*, a series of striking black and white images shot aboard the seine net fishing boats in the North Sea at The Old Station in Hopeman. The John Byrne Touring Exhibition showcased visual arts, film, music and photography created by young people from across the North East of Scotland at Moray College UHI and The Travelling Gallery brought contemporary art on a bus to Forres. Local artist Kenneth Le Riche’s entwined observation and imagination with an exhibition at Orchard Road Studios and exploring her diagnosis with multiple sclerosis, Hannah Laycock’s work *Perceiving Identity* was aptly exhibited in Leancoil Hospital, Forres.

In partnership with Cryptic, Heather Lander presented *Breaking Reverie* in a darkened space to illustrate ideas of magic, natural phenomena and virtual landscapes to an intimate audience. The Moray Art Centre hosted *Northlands* by renowned contemporary landscape artist Kirstie Cohen, whilst out on the Moray Coast at Hopeman, Tom Watt installed an outdoor viewing structure for walkers to take a moment to rest at and enjoy the views from.

“A great festival, combining music, dance and art, we are lucky to live in Moray” – Audience Member. Forres, Moray.

In a throwback to the Festival in 2016, Wild Media Foundation’s outdoor installation *2020Vision* returned for the public to enjoy in the stunning surroundings of Grant Park in Forres. Peter Cairns of Wild Media Foundation supplemented this exhibition with a talk posing an intriguing question, *what should Scotland look like?*

Festival audiences got out and about on a series of sold out Vintage Bus Tours. The Elphinstone Institute led a *Ballad Bus Tour* around the Forres area. Secret art studios and gardens opened doors and gates to welcome visitors to explore and experience news works and produce, and a unique visit hosted by Lord and Lady Moray saw Darnaway Castle and grounds open to the public at dawn.

For children and families, Catherine Wheels Theatre Company brought the award-winning and touching tale of *Martha* to Findhorn, which has been delighting young audiences for over twenty years.

A *Family Cabaret* of pure imagination amazed and delighted both young and old with international performers Steve Cousins aka The Balloonatic, Cowboy Duke Loopin' galloping into town and hula-hooping queen Toni Smith joined by local act the Mad Hatters of Moray. *NESTS* by Frozen Charlotte and Stadium Rock featured a young leading actor from Moray in a beautiful authentic performance exploring the dynamic between adult and child.



Culture Day Forres returned for a fifth year with a fun, free, family day out, jam-packed with exciting exhibitions and performances and lots of have-a-go activities. The day saw the streets, parks, shops and public buildings of Forres come alive with a carnivalesque explosion of art, music, film and dance, talks and tours and more.

“A wonderful mix of music, food, education and community events engaging all ages” – Audience Member. Findhorn, Moray.

A Mile in My Shoes with the National Theatre of Scotland and The Empathy Museum launched during the Festival in Forres on Culture Day and continued to exhibit in Elgin. Housed in a giant shoebox, the exhibit held a diverse collection of shoes and audio stories from local young people which explored our shared experiences where members of the public were invited to wear a pair of shoes and listen to someone else's story.

Culture Day came to a fabulous close as Forres Town Hall was once again transformed on the Saturday night into a Glitter & Sparkle Festival ball with music from The Loveboat Big Band, international cabaret entertainment and sets from local DJs to round the night off.

“The Glitter & Sparkle Ball turned an underused venue into a magical community event” – Audience Member. Forres, Moray.

Sprinkled throughout the Festival, audiences of all ages could enjoy free Street Theatre from the internationally acclaimed Let's Circus troop or drop in and participate in Live Music Sessions which were held daily in public houses and cafes in Forres and Findhorn.

New to the Festival line up this year was a focus on *Making More of Moray* through the celebration of quality local food, with the fertile Moray landscape providing a plentiful larder to sample from. Audiences could try locally sourced organic bites in a Pop-Up Project Café, visit growers in their gardens on vintage bus tours, shop at the mini-market of local organic produce on Culture Day Forres or join a tantalising multi-cultural music and food event with headline act Shooglenifty bringing infectious dance grooves spiced up with recent influences from Rajasthan.

“The festival was amazing, and the closing of Tollbooth Street really made a nice difference. The street art, food and atmosphere were great” – Audience Member. Forres, Moray.

Leading up to and during the Festival, a Workshops and Education programme offered a series of unique opportunities for people to participate and learn from. Schools groups and families enjoyed Storytelling & Creative Making sessions, hearing the story of *The Buke of the Howlat* and making willow wings used in the set of the production whilst author James Robertson and illustrator Kate Leiper ran a workshop for primary children to learn about the story and the making of the book. The Wildlife of Findhorn Bay was explored with RSPB Scotland and Kirstie Cohen led a Landscape Mixed Media workshop in Moray Art Centre. The Elphinstone Institute delivered Scots/Doric language sessions in Forres for the general public and in schools across Moray, and Jason Singh was programmed to deliver a session on Beatboxing, Sound and Composition.

Appendix 2: Findhorn Bay Festival 2018 Artists

Local Festival Artists

Alex Gardasson
Bukhari Community Choir
Dance North Community Dance Participants
Dance North Scotland
DJ Monkey Magic
Eden Court CREATIVE Integrated Performance Group
Frozen Charlotte
Garry Collins
Hannah Laycock
Jonathan Wheeler
Karl Jay-Lewin
Kate Leiper

Kenneth Le Riche
Mad Hatters of Moray
MC3 Studio Artists
Michiel Turner
Naturally Useful
Orchard Road Studio Artists
Ruaraidh Milne
Sporran Nation
Sub Asian Sound Kitchen
Tom Watt
Waves O' Flight Community Artists

Visiting Festival Artists

A9 Birds
Adam Homes & the Embers
Alan Bissett
Andy Clark
Angela Hardie
Annie Grace
Blue Rose Code
Catherine Wheels Theatre Company
Charlie Grey
David Francis
Duncan Chisholm: The Gathering
Elphinstone Institute
Empathy Museum
Frieda Morrison
Heather Lander
Inge Thomson
James Robertson
Jason Singh
Jenny Sturgeon
Jeremy Sutton-Hibbert
Jim Tough
Joseph Peach

Karine Polwart Trio
Kirstie Cohen
Liz Lochhead
Lucy Suggate
Mr McFall's Chamber
National Theatre of Scotland
Rosemary Ward
Scottish Opera
Shooglenifty
Steve Cousins
Steve Kettle
The Jenny Sturgeon Trio
The John Byrne Award
The Langan Band
The Loveboat Big Band
The Project Café
Todd Various
Tom McKeane
Toni Smith
Travelling Gallery
Wild Media Foundation



Culture Day Forres Participant Artists, Businesses & Groups

2020 Vision Wild Media Foundation
Andrea Turner
Apple t-Art House
Baby Bop
BirdHouse Collective
Bodies of Water
Boom Zone with Carol Scorer
Brodie Castle & Playful Garden
Café Medine
Cherry Alligator
Christinne Hartman
Dan Puplett
Dr Michael Dempster
Dr Shak
Drumduan School
Duncan Wilson
Elemental Community Arts
Forres Community Orchard and Green Spaces
Forres Community Woodlands Trust
Forres Library
Forres Royal Scottish Country Dance Society
Fritha Land
Gilda Westermann
Guarana Street Band
Heather Lander
Henny's Happy Pantry
Highland Print Studio
In The Mix
Incredible Edible Forres
Iona Leigh
Jonny & Jennifer Harris
Kinloss Abbey Trust
Kristoff's Restaurant
Medicine Show Radio Moose Mobile
Moniack Mhor
Moray Supports Refugees
Moray Wellbeing Hub
National Library of Scotland
National Theatre of Scotland
Orchard Road Studios
Orla Broderick
Prissy Presents
Project Café
Roseisle Gardens
Seeds of Hope
St John's Church Flower Festival
Swarm Sculptures
The Cheese House
The Empathy Museum
The Glasgow School of Art, Highlands & Islands
The Melting Pot Collective
The Unfiltered Beverage Co.
Too Many Kooks
Vegan Outreach Scotland
Vivien Hendry
Xpo North
Yenna & Neil

Appendix 3: Festival Partnerships

The Findhorn Bay Festival 2018 was made possible with generous support from the following:

Major Funders

Creative Scotland, Lottery Funded
Year of Young People 2018
EventScotland

Highlands & Islands Enterprise
Heritage Lottery Fund

Support for the Making More of Moray Project

Moray LEADER

Trusts & Foundations

Berryburn Community Fund
The Budge Foundation

Saltire Society

Business Sponsors

Tornagrain by Moray Estates
West Beach Caravan Park
Culture & Business Fund Scotland
Robertson Construction

Benromach
The Phoenix Shop & Café
AJ Engineering

Programme & Community Partners

National Trust for Scotland
National Theatre of Scotland
Dance North Scotland
Falconer Museum
National Library of Scotland
The Project Café
Moray College, UHI
Moray Art Centre
Findhorn Foundation
Elphinstone Institute

The Touring Network
TRACS
Scots Language Centre
The Gaelic Book Council
Discover Moray's Great Places
The Moray Council
Moray Speyside Tourism
39 Royal Engineers Regiment
Forres Area Community Trust
Music +

Local Festival Venues & Locations

Brodie Castle, NTS
Cullerne Gardens
Darnaway Castle
Eagle Bar
Falconer Museum
Forres Town Hall
James Milne Institute
Kinloss Church Hall & Annex
Leanchoil Hospital
Logie Steading

Red Lion
Roseisle Gardens
St Laurence Church
St Leonard's Church
Tenny Weeny Farm
Tesco, Forres
The Old Station, Hopeman
The Park Ecovillage
The Phoenix Café
The Tolbooth

Moray Art Centre
Moray College UHI
Mosset Tavern
Newbold House Walled Garden
Orchard Road Studios

Transition Town Forres
Universal Hall
Victoria Hotel
Wester Lawrenceton Farm

Food & Accommodation Providers for Festival Artists/Partner Events

Blervie House
Cardamon Spice
Findhorn Bay Holiday Park
Findhorn Foundation
Mosset Tavern
Newbold Trust
The Bakehouse

The Bakehouse
The Carisbrooke Hotel
Red Lion
Tullochwood Lodges
Varis Apartments
Victoria Hotel

The Buke of the Howlat – Donations of Locally Grown Fruit

Logie Steading Art Gallery
Newbold Trust

Wester Hardmuir Fruit Farm
Wester Lawrenceton Farm

The Buke of the Howlat – Donations of Materials, Equipment & Resources

39 Royal Engineer Regiment
AJ Engineering
Forres Highland Games
Hellygog
Keith Builders Merchants

Logie Timber Yard
Moray Estates
Moray Wastebusters
Robertson Construction
Sam Chinney & Clare Fennel

The Buke of the Howlat – Special Support

Ben Clinch
Festival Volunteers
Frieda Morrison
Graham Reid
James Robertson

Jim Royan
Kate Lieper
Lord and Lady Moray
Nicola Royan
Staff and Volunteers at Brodie Castle NTS

The Buke of the Howlat – Funding & Sponsorship

Year of Young People, 2018
Creative Scotland, Lottery Funded
Saltire Society
The Budge Foundation
Tornagrain by Moray Estates

West Beach Caravan Park
Culture & business Fund Scotland
Robertson Construction
AJ Engineering

The Buke of the Howlat – Partners & Contributors

National Trust for Scotland
National Theatre of Scotland
National Library of Scotland

Moray College UHI
Scots Language Centre
Discover Moray's Great Places

Appendix 4: Media Coverage

Publication	Location	Type	Coverage	Date
TMSA Events Calendar 2018	Scotland	Brochure	Event listing	January 2018
The List Guide to Scotland's Festivals 2018	Scotland	Brochure	Event Listing and Feature	January 2018
Senscot	Scotland	E-newsletter	Event Listing	February 2018
EventScotland	Scotland	Online News	Article Announcing Festival 2018 Dates and Funding	03/02/2018
Northern Scot	Moray	Newspaper	Article Announcing Festival 2018 Dates and Funding	09/03/2018
Forres Gazette	Forres Area	Newspaper	Article Announcing Festival 2018 Dates and Funding	14/03/2018
Senscot	Scotland	E-newsletter	Article Announcing Festival 2018 Dates and Funding	14/03/2018
Forres Focus	Forres Area	Magazine	Article Announcing Festival 2018 Dates	May 2018
What's On Highlands	Highlands & Moray	Website	Featured Landing Page Festival Advert	May 2018
Lossie Local	Lossiemouth	Magazine	Article Announcing Festival 2018 Dates	June 2018
Inverness City Advertiser	Highlands	Magazine	Festival Advert	June 2018
Scottish Provincial Press Publication	Highlands & Moray	Newspaper	Event Listing	June 2018
What's On Highlands	Highlands & Moray	Online News	Article Announcing Festival Programme	12/06/2018
The Press & Journal	Moray	Newspaper	Article Announcing Festival Programme	15/06/2018
EventScotland	Scotland	Online News	Article Announcing Festival Programme	15/06/2018
Forres Gazette	Forres	Newspaper	Article Announcing Festival Programme	20/06/2018
Nairn Book & Arts Festival Programme	Highlands & Moray	Brochure	Festival Advert	21/06/2018
Northern Scot	Moray	Newspaper	Article Announcing Festival Programme	22/06/2018
7 Days	Highlands & Moray	Newspaper	Article Announcing Festival Programme	22/06/2018
Forres Gazette	Forres	Newspaper	Event Listing	27/06/2018
The Press & Journal	Moray	Newspaper	Article Announcing Festival Programme	28/06/2018
Northern Scot	Moray	Newspaper	Event Listing	29/06/2018
Northern Scot	Moray	Newspaper	The Buke of the Howlat Article	29/06/2018
Inverness Courier	Inverness	Newspaper	Festival Advert	29/06/2018
Northern Scot	Moray	Newspaper	Festival Advert	29/06/2018
Inverness City Advertiser	Highlands	Magazine	Festival Advert	July 2018



Forres Highland Games Programme	Forres	Brochure	Festival Advert	July 2018
Forres Gazette	Forres	Newspaper	Festival Preview Feature	04/07/2018
Forres Gazette	Forres	Newspaper	The Buke of the Howlat Article	04/07/2018
The Touring Network	Scotland	E-newsletter	The Gathering at Findhorn Bay Festival	04/07/2018
Forres Gazette	Forres	Newspaper	Festival Advert	11/07/2018
Senscot	Scotland	E-newsletter	Article Announcing Festival Programme	11/07/2018
Inverness Courier	Inverness	Newspaper	Festival Advert	13/07/2018
Northern Scot	Moray	Newspaper	Festival Advert	13/07/2018
Forres Gazette	Forres	Newspaper	Festival Advert	25/07/2018
Inverness City Advertiser	Highlands	Magazine	Festival Advert	August 2018
Universal Hall Good Gig Guide	Highlands & Moray	Brochure	Festival Advert and 4 Event Listings	August 2018
Belladrum Festival Publication	Belladrum Festival Audience	Newspaper	Full Page Festival Advert and Double Page Spread of Event Listings	02/08/2018
Inside Moray	Moray	Online News	Festival Volunteer Article	02/08/2018
Forres Gazette	Forres	Newspaper	Festival Volunteer Article	08/08/2018
Forres Gazette	Forres	Newspaper	Festival Advert	08/08/2018
Inverness Courier	Inverness	Newspaper	Festival Advert	10/08/2018
Northern Scot	Moray	Newspaper	Festival Advert	10/08/2018
Forres Gazette	Forres	Newspaper	Opera Highlights Article	15/08/2018
What's On Highlands	Highlands & Moray	Online News	Making More of Moray Article	15/08/2018
EventScotland	Scotland	Online News	Making More of Moray Article	17/08/2019
7 Days	Highlands & Moray	Newspaper	Festival Advert	17/08/2018
Forres Gazette	Forres	Newspaper	Opera Highlights Article	22/08/2018
Forres Gazette	Forres	Newspaper	Festival Advert	22/08/2018
Inverness Courier	Inverness	Newspaper	Festival Advert	24/08/2018
Northern Scot	Moray	Newspaper	Festival Advert	24/08/2018
The Press & Journal	Moray	Newspaper	Making More of Moray Article	25/08/2018
Forres Gazette	Forres	Newspaper	Opera Highlights Article	29/08/2018
Forres Gazette	Forres	Newspaper	Scots Language Article	29/08/2018
Young Scot	Scotland	Online News	Young Scot Ticket Prices Article	31/08/2018
FlyBe Flight Times	UK & Europe	Magazine	Festival Article and Advert	September 2018
Inverness City Advertiser	Highlands	Magazine	Festival Article, Adverts and Event Listings	September 2018



Spotlight	Forres & District	Magazine	Festival Article, Advert and Event Listings	September 2018
Spotlight	Strathspey & District	Magazine	Festival Article, Advert and Event Listings	September 2018
Spotlight	Turriff, Huntly & District	Magazine	Festival Article, Advert and Event Listings	September 2018
Spotlight	Inverness & District	Magazine	Festival Article, Advert and Event Listings	September 2018
Spotlight	Nairn & District	Magazine	Festival Article, Advert and Event Listings	September 2018
Spotlight	Buckie, Keith & District	Magazine	Festival Article, Advert and Event Listings	September 2018
Spotlight	Elgin, Lossie & District	Magazine	Festival Article, Advert and Event Listings	September 2018
The List	Scotland	Magazine	Festival Advert	September 2018
What's On Highlands	Highlands & Moray	Online News	Making More of Moray Article	September 2018
Senscot	Scotland	E-newsletter	The Buke of the Howlat Event Listing	September 2018
7 Days	Highlands & Moray	Newspaper	Festival Advert	September 2018
The National	Scotland	Newspaper	Festival Programme Feature	01/09/2018
The Press & Journal	Moray	Newspaper	Making More of Moray Article	04/09/2018
Forres Gazette	Forres	Newspaper	Festival Advert	05/09/2018
The Herald	Scotland	Newspaper	The Buke of the Howlat Arts News	06/09/2018
Northern Scot	Moray	Newspaper	Opera Highlights Article	07/09/2018
Inverness Courier	Inverness	Newspaper	Festival Advert	07/09/2018
Northern Scot	Moray	Newspaper	Festival Advert	07/09/2018
The Telegraph	UK	Newspaper	Travel Review and Mention of Festival	
What's On Highlands	Highlands	Online News	Full Festival Programme Special	09/09/2018
The Telegraph	UK	Newspaper	Travel Review and Mention of Festival	
VisitScotland	Scotland	Online News	Month Nine Event Round Up	11/09/2018
The Press & Journal	Moray	Newspaper	The Buke of the Howlat Article	11/09/2018
Forres Gazette	Forres	Newspaper	Making More of Moray Article	12/09/2018
Forres Gazette	Forres	Newspaper	Creative Making Workshops Feature	12/09/2018
Forres Gazette	Forres	Newspaper	Festival & Culture Day Forres Advert	19/09/2018
Forres Gazette	Forres	Newspaper	The Buke of the Howlat Article	19/09/2018
7 Days	Highlands & Moray	Newspaper	The Buke of the Howlat Full Page Feature	21/09/2018
7 Days	Highlands & Moray	Newspaper	Blue Rose Code Event Listing	21/09/2018



7 Days	Highlands & Moray	Newspaper	Willie Wonders Show Preview	21/09/2018
Northern Scot	Moray	Newspaper	The Buke of the Howlat Article	21/09/2018
The Metro	UK	Newspaper	Event Listing	21/09/2018
Northern Scot	Moray	Newspaper	Event Listing	21/09/2018
The Scotsman Magazine	Scotland	Newspaper	Event Listing	22/09/2018
The National	Scotland	Newspaper	Event Listing	22/09/2018
The Herald Magazine	Scotland	Newspaper	Event Listing	22/09/2019
Scottish Life	Scotland	Newspaper	The Buke of the Howlat Preview	23/09/2018
Scottish Life	Scotland	Newspaper	Festival Preview	23/09/2018
What's On Highlands	Highlands	Online News	Full Festival Programme Special	24/09/2018
The Herald	Scotland	Newspaper	Face-to-Face with Kresanna Aigner	24/09/2018
The National	Scotland	Newspaper	The Buke of the Howlat Article	25/09/2018
The Herald	Scotland	Newspaper	The Buke of the Howlat Article	25/09/2018
EventScotland	Scotland	Online News	Festival Preview	26/09/2018
Forres Gazette	Forres	Newspaper	Hannah Laycock Exhibition Article	26/09/2018
Forres Gazette	Forres	Newspaper	Waves O' Flight Article	26/09/2018
Forres Gazette	Forres	Newspaper	Opera Highlights Article	26/09/2018
Forres Gazette	Forres	Newspaper	Event Listing	26/09/2018
The Press & Journal	Moray	Newspaper	Hannah Laycock Exhibition Article	26/09/2018
The Press & Journal	Moray	Newspaper	Front Page Picture and Article	27/09/2018
The Herald	Scotland	Newspaper	Event Listing	27/09/2018
The Press & Journal	Moray	Newspaper	Front Page Feature and The Buke of the Howlat Article	27/09/2018
Forres Local	Forres	Online Review	Duncan Chisholm Show Review	27/09/2018
Forres Local	Forres	Online Review	The Buke of the Howlat Show Review	28/09/2018
7 Days	Highlands & Moray	Newspaper	Northern Flyway Show Preview	28/09/2018
7 Days	Highlands & Moray	Newspaper	A Mile in My Shoes Exhibition Preview	28/09/2018
7 Days	Highlands & Moray	Newspaper	Martha Event Listing	28/09/2018
The Press & Journal	Moray	Newspaper	The John Byrne Awards Exhibition Event Listing	28/09/2018
Northern Scot	Moray	Newspaper	Festival Article	28/09/2018
The Press & Journal	Moray	Newspaper	Culture Day Forres Event Listing	29/09/2018
Forres Local	Forres	Online Review	Secret studio Tour Review	30/09/2018



Inverness City Advertiser	Highlands	Magazine	Event Listings	October 2019
Spotlight	Forres & District	Magazine	Event Listings	October 2019
Spotlight	Nairn & District	Magazine	Event Listings	October 2019
The Press & Journal	Moray	Newspaper	A Mile in My Shoes Article	01/10/2018
The Scotsman	Scotland	Newspaper	Festival Review	01/10/2018
The Herald	Scotland	Newspaper	Festival Review	01/10/2018
The Press & Journal	Moray	Newspaper	Front Page Picture and Festival Highlights Article	01/10/2018
Forres Gazette	Forres	Newspaper	Front Page Picture and Article	03/10/2018
Forres Gazette	Forres	Newspaper	Featured Picture	03/10/2018
The Press & Journal	Moray	Newspaper	Festival Attendance Article	05/10/2018
Senscot	Scotland	E-newsletter	Festival Success Mention	10/10/2018
Forres Gazette	Forres	Newspaper	Front Page Banner and Festival Photo Spread	10/10/2018
Northern Scot	Moray	Newspaper	Festival Success Article	12/10/2018
Forres Gazette	Forres	Newspaper	Festival Thank You Advert	17/10/2018

Appendix 5: Media & Advertising Reach

Media Coverage Achieved

Name	Location	Type	Copies / Reach	Number	Total Reach
TMSA Events Calendar	Scotland	Brochure	5,000 copies	1	5,000
The List Guide to Scotland's Festivals 2018	Scotland	Brochure & E-newsletter	130,000 reach	1	130,000
Senscot	Scotland	E-newsletter	1,000 reach	5	5,000
EventScotland	Scotland	Online, E-newsletter and Social Media	10,000 reach	5	50,000
Northern Scot	Moray	Newspaper	25,105 reach	9	225,945.
Forres Gazette	Forres	Newspaper	5,259	21	110,439
Forres Focus	Forres	Magazine	4,000 copies	1	4,000
Lossie Local	Lossiemouth	Magazine	5,000 copies	1	5,000
Scottish Provincial Press Publication	Highlands & Moray	Newspaper	83,035 reach	1	83,035
What's On Highlands	Highlands & Moray	Online News	5,000 reach	5	25,000
The Press & Journal	Moray	Newspaper	8,834 copies	13	114,842
7 Days	Highlands & Moray	Newspaper	83,035 reach	7	581,245
The Touring Network	Scotland	E-newsletter	1,500 reach	1	1,500
Inside Moray	Moray	Online News	1,000 reach	1	1,000
Young Scot	Scotland	Online News	18,000 reach	1	18,000
The National	Scotland	Newspaper	7,000 copies	3	21,000
The Herald	Scotland	Newspaper	100,000 reach	6	600,000
The Telegraph	UK	Newspaper	281,025 reach	2	562,050
The Metro	UK	Newspaper	1,900,000 reach	1	1,900,000
The Scotsman	Scotland	Newspaper	19,440 copies	2	38,880
VisitScotland	Scotland	Online News	1,400,000 reach	1	1,400,000
Scottish Life	Scotland	Newspaper	10,000 reach	2	20,000
Forres Local	Forres	Online News	2,200 reach	3	6,600
Inverness City Advertiser	Highlands	Magazine	79,800 copies	1	79,800
Spotlight	Forres & District	Magazine	16,150 reach	1	16,150
Spotlight	Nairn & District	Magazine	12,350 reach	1	12,350
BBC Radio Scotland	Scotland	Radio	750,000 reach	2	1,500,000
Scots Radio	North of Scotland	Podcast	2,000 reach	2	4,000
				Total	7,520,836

Paid Advertising

Publication	Location	Type	Coverage	Copies/Readership	Number	Total Reach
Inverness City Advertiser	Highlands	Magazine	Advert A5 Half Page	79,800 copies	3	239,400
Nairn Book & Arts Festival Programme	Highlands & Moray	Brochure	Advert A5 Quarter Page	10,000 copies	1	10,000
Inverness Courier	Inverness	Newspaper	Advert Quarter Page	22,837 reach	5	114,185
Northern Scot	Moray	Newspaper	Advert Quarter Page	25,105 reach	5	125,525
Forres Gazette	Forres	Newspaper	Advert Quarter Page	5,259 reach	5	26,295
Universal Hall Good Gig Guide	Moray	Brochure	Advert	4,000 copies	1	4,000
7 Days	Highlands & Moray	Newspaper	Advert Quarter Page	83,035 reach	2	166,070
FlyBe Flight Times	UK & Europe	Magazine	Advert A4 Quarter Page	100,000 reach	1	100,000
Forres Highland Games Programme	Forres	Brochure	Adverts A5 Half Page	1,000 copies	1	1,000
Belladrum Festival Publication	Belladrum Audience	Newspaper	Advert 3 Full Pages	18,500 reach	1	18,500
Belladrum Festival Big Screen	Belladrum Audience	Advertising Screen	Advert Full Screen	18,500 reach	1	18,500
Spotlight	Forres & District	Magazine	Advertorial A5 Half Page	16,150 reach	1	16,150
Spotlight	Strathspey & District	Magazine	Advertorial A5 Half Page	22,800 reach	1	22,800
Spotlight	Turriff, Huntly & District	Magazine	Advertorial A5 Half Page	21,850 reach	1	21,850
Spotlight	Inverness & District	Magazine	Advertorial A5 Half Page	23,750 reach	1	23,750
Spotlight	Nairn & District	Magazine	Advertorial A5 Half Page	12,350 reach	1	12,350
Spotlight	Buckie, Keith & District	Magazine	Advertorial A5 Half Page	25,650 reach	1	25,650
Spotlight	Elgin, Lossie & District	Magazine	Advertorial A5 Half Page	38,850 reach	1	38,850
Inverness Airport	Highlands & Moray	Website	Banner Advert	2,400 reach	1	2,400
Inverness Airport	Inverness Airport	Inverness Airport	A1 Frame Advert	12,000 reach	1	12,000
Tesco Forres	Forres	Tesco Forres	A1 Frame Advert	3,000 reach	92	276,000
What's On Highlands	Highlands & Moray	Website	Landing Page Advert	5,000 reach	3	15,000
Forres Focus	Forres	Magazine	Advertorial A5 Full Page	4,000 copies	1	4,000
Lossie Local	Lossiemouth	Magazine	Advertorial A5 Full Page	5,000 copies	1	5,000
The List	Scotland	Magazine	Advert A4 Quarter Page	130,000 reach	1	130,000
					TOTAL	1,429,275

Appendix 6: Sample Editorial and Adverts

THE PRESS AND JOURNAL
Friday, June 15, 2018

Line-up for Moray arts extravaganza revealed

Culture: Findhorn Bay Festival to include production of 15th Century poem

BY DAVID MACKAY

A world premiere stage production of a 15th Century Scots poem will be one of the main attractions at a Moray arts extravaganza.

A theatrical version of *The Buke of the Howlat*, which was written in the late 1440s by Richard Holland, who was chaplain to the Earl of Moray, will be staged among the shrubbery at Brodie Castle for the Findhorn Bay Festival.

The biennial six-day event featuring theatre,

"We've got a line-up of award-winning artists"

music, dance and exhibitions will begin in September and will take place in unusual and scenic locations across the region.

Yesterday, organisers launched the programme for the extravaganza, which attracted about 7,500 visitors when it was last held two years ago.

Tourism bosses believe the event has now become a "cornerstone" of the region's cultural offering.

Festival director Kresanna Aigner said: "We've got a line-up of award-winning, renowned artists from across Scotland and local artists from Moray too. The programme aims to offer something for all tastes and ages



BAY WATCH: Festival director Kresanna Aigner, back right, with some of the people who will be taking part. Photograph by Jason Hedges

in locations around the stunning Findhorn Bay and Moray coastline."

The Buke of the Howlat, which tells the story of a young owl who asks a peacock for help to become beautiful, has attracted fresh attention since it was released as a book two years ago.

Award-winning fiddle

musician Duncan Chisholm will open the festival on September 26 with a concert at St Laurence Church in Forres.

Folk singer Karine Polwart will perform her only Scottish date during the event with other musical attractions including Scottish Opera.

Guided walks will be

run along the coastline to spot some of the region's feathered residents.

Meanwhile, Culture Day in Forres will return for the fifth year with exhibitions and performances across the town.

A new addition to the line-up is a focus on Making More of Moray – which will celebrate local

produce to be served at cafes due to be served delicacies.

Paul Bush, Visit Scotland's director of events, said: "Findhorn Bay Festival is a fantastic celebration of Scotland's arts and culture and regional heritage, it has been great to see this event continue to develop and grow."

Laurie Piper, open manager of Moray Sp Tourism, said: "The festival has established itself as a cornerstone of the cultural calendar."

The festival runs September 26 to October 1.

The programme can be viewed online at www.findhornbayfestival.com

The Press & Journal. Friday 15 June 2018 – Findhorn Bay Festival Programme Launch

THE ARTS

BY NADINE MCBAY

A FEAST WORTH WAIT

THE biennial Findhorn Bay Arts Festival returns for a third edition (offers for a third edition) encompassing six days of music, dance, theatre, art and performances from the artists and performers from the area and beyond. Taking place from Friday 1st to Sunday 3rd October, the festival is a celebration of the local arts scene and the bay area, the festival features a wide range of about 60 listings, spanning music, dance, theatre, visual art, talks and tours.

Big names performing include Keira Doolan, the Scottish Opera, and highlights include the new musical adaptation of 19th-century epic *Scott's Poem*. The *Buke Of The Buke* by the late poet James MacColl has been published in Scotland.

Building on the success of 2016, Scotland's Year of Young People - 2018 is a special effort to encourage young people to attend, including reduced ticket prices for under-26s. Another focus is to offer a range of free events, talks and tours.

It's growing from strength to strength. We've had some amazing acts, such as Julie Fowlis and Eddi Reader. We really focus on how we can create a unique experience, so they can immerse themselves here in the community.

Checks from the Findhorn Bay Arts Festival artists director Alison Kerr, who has been the main force behind the festival since 2016. **Something's Old**

Looking back at her student days, Kerr says she was inspired by the extraordinary-sounding *Buke Of The Buke* by the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

local surroundings, and the beautiful assets we have here, from the local church hall, to the relationship between visiting artists and the community.

"The word 'festival' gets confused with 'festival' and 'festival' means to see. For me it's about more than just these shows, many of the live music seasons which take place in the area, and the work of the local community."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."



A concert by the Findhorn Bay Arts Festival on September 27

will be in towns and cities across the region. "As an organisation we are passionate about engaging everyone in the community, and we're excited to see the festival growing from strength to strength."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."

She says she was inspired by the work of the late poet James MacColl from the Republic of Georgia. "I was reading it in the area, and it was something special about this part of the world," she says. "I was inspired by the culture and politics, and the impact of the war on the people."



INVERNESS

Festival for everyone

The eagerly-anticipated Findhorn Bay Festival will return for a third year from 26th September to 1st October, opening with a concert from one of Scotland's most accomplished interpreters of traditional Highland fiddle music, multi-award-winning Duncan Chisholm.

Music features prominently throughout the six-day celebration. Karine Polwart will play her only Scottish date, with music from her forthcoming album, while The Langan Band is set to get the festival crowd dancing by the sea in Findhorn. Mr McFall's Chamber ensemble will be joined by the local Bukhari Community Choir, and a triple bill will feature Blue Rose Code, Adam Holmes & the Embers and local emerging musician, Michiel Turner for a night of supreme musical talent.

At the heart of the festival, Findhorn Bay Arts

presents the world-premiere promenade theatrical adaption of the 15th-century epic Older Scots poem *The Buke of the Howlat* as part of the Year of Young People 2018. You can enjoy the show at dusk in a musical adventure around the shrubbery in the grounds of Brodie Castle.

Culture Day Forres on 29th September is a free, fun, family day out, with exciting exhibitions and performances and lots of have-a-go activities.

www.findhornbayfestival.com



FINDHORN BAY FESTIVAL

26 SEPT - 1 OCT 2018

MUSIC
THEATRE
DANCE
VISUAL ART
TOURS
TALKS
FAMILY EVENTS



Find out more at
www.findhornbayfestival.com

Presented by
FINDHORN BAY ARTS

supported by
year of young people
2018
LOTTERY FUNDED

Scotland
The Perfect Stage

NTE
Highland and Islands Enterprise

Flight Times Flybe Magazine. September 2018 – Festival Article and Advert

FINDHORN BAY FESTIVAL

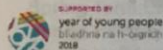
26 SEPT - 1 OCT 2018

MUSIC
THEATRE
DANCE
VISUAL ART
TOURS
TALKS
FAMILY EVENTS

A spectacular six-day celebration of arts and culture, taking place at the heart of Moray showcasing artists of national and international renown.

www.findhornbayfestival.com

Presented by
FINDHORN BAY ARTS



The eagerly anticipated Findhorn Bay Festival will return for a 3rd year this September. The Festival will open with a concert from one of Scotland's most accomplished and authentic interpreters of traditional Highland fiddle music, multi award-winning **Duncan Chisholm** with extended line up, **The Gathering**.

Music features prominently throughout the six-day celebration. **Karine Polwart** will play her only Scottish date with music from her forthcoming album in Forres. Fueled by a visceral punk spirit, **The Langan Band** is set to get the Festival crowd dancing by the sea in Findhorn. Mr **McFall's Chamber** will be joined by the local **Bukhari Community Choir** and a triple bill will feature **Blue Rose Code**, **Adam Holmes & the Embers** and local emerging musician, **Michiel Turner** for a night of supreme musical talent.

Poet and playwright **Liz Lochhead** brings her beguiling mix of poetry, monologues and music in *Some things Old, Some things New*. Rip-roaring, chain smoking nae-messin' **Alan Bissett** puts on a double bill with *The Moira Monologues & More Moira Monologues*. **Scottish Opera** is back on the road and stopping off for the Festival with *Opera Highlights* in Forres Town Hall.

Themes of migration, language and modern identity are explored throughout the Festival. You can take a guided walk spotting birds on

Findhorn Bay with **A9 Birds**; meet the **Scots Screever** at the Falconer Museum; discuss Scotland as a bi-lingual nation; or visit the **Waves O' Flight** open exhibition on the edge of the Findhorn Bay Nature Reserve. Throughout the Festival weekend, you can see **Swarm Sculptures** forming and reforming with **Lucy Suggate** and community dancers, and **Northern Flyway** by **Inge Thomson & Jenny Sturgeon** will take you on a musical journey exploring the connection between people and birds with stunning visual imagery.

At the heart of the Festival, **Findhorn Bay Arts** presents the world-premiere promenade theatrical adaption of the 15th century epic **Older Scots poem The Buke of the Howlat**. Written by **Morna Young** and Directed by **Ben Harrison**, you can enjoy the show at dusk in a musical adventure around the shrubbery in the grounds of Brodie Castle NTS.

The Festival offers a feast of visual art. Award-winning Scottish photographer **Jeremy Sutton-Hibbert** will present a series of striking images in **North Sea Fishing**. **The John Byrne Touring Exhibition** will showcase work by young people from across the North East of Scotland and the **Travelling Gallery** brings contemporary art to Forres. Local artist **Kenneth Le Riche's** work explores observation and imagination whilst **Hannah Laycock's** work

Perceiving Identity looks at her diagnosis with multiple sclerosis.

For children and families, **Catherine Wheels Theatre Company** bring the touching tale of *Martha*, a **Family Cabaret** of pure imagination is set to amaze and delight and *NESTS* by **Frozen Charlotte** and **Stadium Rock** bring an authentic performance exploring the dynamic between adult and child.

Culture Day Forres returns for a fifth year on Saturday 29 September - a FUN, FREE family day out, jam-packed with exciting exhibitions and performances and lots of have-a-go activities. The day will see the streets, parks, shops and public buildings of Forres come alive with a carnivalesque explosion of art, music, film and dance and more.

New to the Festival this year is a focus on *Making More of Moray* through the celebration of local food. You can try organic bites in a **Pop-Up: The Project Café**, visit growers in their gardens on **Vintage Bus Tours**, shop at the **Mini-Market** of local produce on Culture Day or join a tantalising multi-cultural music and food event with headline act **Shooglenifty**.

With all this and more, it truly is a Festival with something for all!

Spotlight. September 2018 – Festival Advertorial

SEVEN DAYS

SEPTEMBER 21-27, 2018

ENTERTAINMENT • FILM • OUTDOORS • TRAVEL • FOOD & DRINK • PROPERTY

September 21-27, 2018

SEVEN DAYS • WHAT'S ON

3



FESTIVAL'S OWL SHOW TAKES OFF TO FOREST

By Margaret Chrystall

YOU need to go back to 2014 to find the first flutterings of love from producer Kresanna Aigner for the idea to turn 15th century poem *The Buke of the Howlat* into a theatre show.

Kresanna, director of the Findhorn Bay Arts Festival, describes how the idea for the show - centrepiece of this year's event - got her attention.

"It came hot off the back of our inaugural festival in 2014 when we produced a festival and large-scale performance *Macbeth The Remix* with 300 people from the local community.

"It was literally the week after the festival - we were still basking in the energy of it - when I was invited to go to Darnaway Castle where the Scottish Text Society was re-releasing the original version of *The Buke of the Howlat*."

The poem was written about 1450 on the Darnaway estate in Moray by Richard Holland who worked for the Earl of Moray. It tells of a young owl or howlat who thinks he is ugly and asks the leader of all the birds to make him handsome, but first all the birds must be called to approve. And there's a lesson for the young owl ...

"I was absolutely taken by the poem, not just for its content and what it represents, but also its significance in Scottish literature," said Kresanna.

"It's considered one of the earliest published books in Scotland. I know it's not the first, but the National Library thinks it might be the second.

"So it is a really significant piece of our history.

"And for it to have been written here with everything in its time, but also to have the essence of the story feeling so relevant still now today, I just immediately knew this would be the next

thing that we would produce!"

One of the first people Kresanna approached in 2016 was award-winning Moray playwright Morna Young who writes in Doric and has created the stage adaptation. And many of the show's team come from the area - including movement director Ruby Worth, music director Quee McArthur from Forres, projection designer Graeme Roger, and performer Garry Collins who will appear as Emperor, Bard and Lark.

Kresanna said: "I think for us a starting point is always looking at what our creative talent is here first - and then also bringing in people who have expertise which maybe doesn't exist or isn't available at the time we are putting it together in the area."

Many community groups are involved in bringing the story to life too.

Kresanna said: "The four actor-musicians tell the tale and there is a community choir - 29 young people from Drumduan Upper School. We have students from the NC acting course at Moray College UHI. We have individual community volunteers in an age range from 16 to 81! And there are the Varis Circus performers plus some parkourists."

Along with main sponsor Creative Scotland, the Year of Young People is also helping to fund the production - which Kresanna believes has the potential to be performed elsewhere in the future.

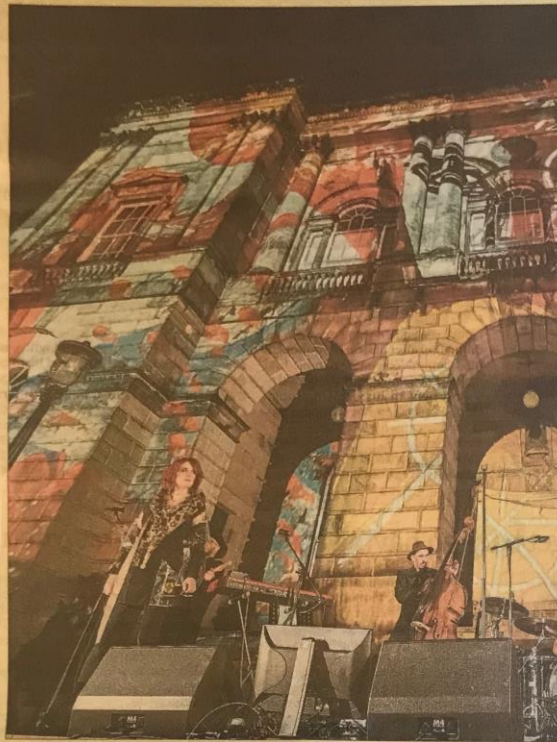
"When we heard this was going to be the Year of Young People we thought 'My goodness, it's absolutely perfect!'"

"The story looks at identity and culture - and youth. It's about the young owl struggling with his identity."

"And it touches on the history and politics of the time, and through that identity and language. It's all explored through this modern - but really 15th century - story!"

Angela Hardie will play the young owl - or howlat - hero of the 15th century poem that has inspired the Findhorn Bay Arts' production to be performed in Briddle Castle woods from Thursday, September 27 to Monday, October 1. Pictures: Graeme Roger

7 Days. Friday 21 September 218 - The Buke of the Howlat Feature



■ Shamanic saw a horned creature projected on to the back wall of the Old Ould.



■ Swarm Sculptures saw bonding in a group hug.



■ Thomas Dausgaard had a crisp approach to Meyer.

The Herald

Monday October 1, 2018

REVIEWS

Findhorn Bay Festival The Buke Of The Howlat

Brodie Castle, Moray
Keith Bruce

CROSSING the Mossat Burn to my rendezvous point to travel to the

grounds of Brodie Castle for the Findhorn Festival's flagship theatre piece this week, I spent a moment watching a very large heron on its home patch. Come the show itself, the heron was played by the oldest member of the cast, an 82-year-old dead ringer for Ivor Cutler. The cockerel was a young strutting Jagger of a rooster, and the swan was clearly channelling Bjork in that much-remarked frock.

The community performers in Morna Young's adaptation of Robert Holland's early Scottish text were an essential part of Ben Harrison's production, which was a brave response to a challenging brief from festival director and producer Kresanna Aigner. The script gives the four professional actors – Annie Grace, Angela Hardie, Andy Clark and Garry Collins – a tough brief as both the players in the story (with Hardie the highly ambiguous owl of the title) and the narrators as blackbird, thrush, nightingale and lark respectively. There are a lot of fowl for the audience to keep track of as they promenade through the grounds of Brodie Castle.

That Young keeps faith with much of the content and political intent of Holland's text, and supplies a deal of its historical context as well, via the four feathered friends, is undeniable, but it does not make for a pacey show. With Quee MacArthur's music score often quite downbeat, if evocative, and the non-professional cast, accomplished tumblers, jugglers and choristers among them, making their entrances from far off in the wooded glade, the story does not exactly leap along to combat its complexity.

So the fact The Buke Of The Howlat

does not lose its audience can be counted an achievement of which the performers, amateur and especially professional, can be proud. It is still a grand adventure with enough of a story to sweep its viewers and listeners along, even if they are glad they are not asked too many hard questions at the end.

Festival accommodation courtesy of The Touring Network (Highlands & Highlands).

A Mile In My Shoes/ Swarm Sculptures/ Extremely Pedestrian Chorales

The streets of Forres
and Kinloss Church
Keith Bruce

SATURDAY was choreography day at the Findhorn Bay Festival and the first steps in mine were taken by me, baseball boots swapped for Holly Gray's gothy black leather heeled numbers.

Fifteen-year-old Holly had left her footwear, along with a recording of her thoughts about her young life, in a container that is the headquarters of the first chapter in the National Theatre of Scotland's Futureproof project. Empathy Museum has brought its work, A Mile In My Shoes, inspired by a text credited to Harper Lee, Elvis Presley and Barack Obama, to Scotland, and collaborated with local young people.

Participants leave the "shoe shop" for a stroll around their home town, listening on headphones to a

recording (Holly's words were captured by Bernadette Swan) that occupies roughly a quarter of an hour. I learned of her family and ambitions, and heard her sing Leonard Cohen's Hallelujah rather beautifully, as the audience at Belladrum had last year. She also spoke movingly about her first epileptic seizure and how she has learned to cope with her condition. It was the simplest and most perfect of one-to-one dramatic experiences.

A few streets away, choreographer Lucy Suggate's Swarm Sculptures, made with Dance North, saw a cluster of performers roam through the craft and food stalls of the festival's Saturday randomly choosing locations to bond to one another in a group hug. The point at which they huddled next to a basket of pre-loved soft toys was a moment to treasure.

In Kinloss and Findhorn's Parish Church a little later, Karl Jay-Lewin's latest choreography, entitled Extremely Pedestrian Chorales, was an elaborately annotated step-dance for a quartet taking the soprano, alto, tenor and bass lines of 36 of Bach's Chorales as their instructions, the progression of the notes translated into forward, backward and otherwise motion.

With hand percussion, kazoos, some laptop recordings and a few wigs thrown into the mix, Jay-Lewin, Neil Callaghan, Claire Goddard and Janine Fletcher delivered a clever, funny, and thought-provoking 45 minutes.

Even for those of us with two left feet, this year's Findhorn Bay Festival has thrown all divisions between genres into the blender.

The Herald. Monday 1 October – Festival Review



The Forres Gazette. Wednesday 10 October – Festival Photo Feature

Appendix 7: Summary of Event Cash Budget

Expenditure

Artistic and Programme

Artistic Programme & Development	£29,300
Festival Shuttle Bus & Tours	£1,040

Production

Core Festival Team	£49,520
Event, Crew, Security & Box Office Staff	£11,868
Equipment & Venue Hire	£15,713
Travel, Accommodation & Food	£8,278
Volunteer Expenses	£600

Overheads

Office, Box Office & Admin	£5,759
Insurance and Licenses	£3,022

Marketing & Audience Development

Design, Print & Website	£16,523
Film & Photography	£2,155
Advertising, Distribution & Media Consultant	£8,425
CRM Strategy & System	£5,760

Total	£157,963
--------------	-----------------

Income

Major Funders, Trusts & Foundations	£105,757
Sponsorship	£12,500
Sales Commissions, Merchandise, Advertising & Food	£5,242
Ticket Sales	£30,364
In Kind	£4,100

Total	£157,963
--------------	-----------------

Educational Activity for Community, Schools and Families £20,000
Supported by Moray's Great Places through the Heritage Lottery Fund.

A spectacular six-day celebration of arts and culture, taking place at the heart of Moray showcasing artists of national and international renown.

www.findhornbayfestival.com

#FindhornBayFestival | @findhornbayarts

FINDHORN BAY ARTS