



# Bitesize Festivals in Bourne & West Howe

with Arts by the Sea, Poole Communities Trust  
& West Howe Community Enterprises

Impact Report 2025



# Overview

As part of Arts by the Sea's mission to bring more cultural experiences to more people, we created our **Community Days** where we bring a little bit of the festival out into local neighbourhoods for people who face barriers that prevent them from attending the main festival.



Saturday 6th September & Sunday 7th September 2025, 11am - 5pm



The Henry Brown Centre, West Howe, BH11 8DU  
& Bourne Community Hub, Bourne, BH12 4DY



This year's festival theme was  
**WE ARE HERE**



## 18 Activities / Performances

Each event had a full programme of craft, performances, art activities, music & more!



## 10 Local Companies

10 of the 11 Artists / Creative Practitioners / Groups are local to BCP.



## Community-led Dining

For each event, a hearty & healthy lunch is provided free of charge for attendees.

The lunches are prepared and cooked by community members & organisations.

11.00am - 4.00pm	Diamond Faces: Free Face Painting
11.00am - 5.00pm	Arts Award & The Story Works : Workshop
11.00am - 5.00pm	Gabrielle Parker: Mask Making Workshop
11.00am - 5.00pm	Bob Brewer: Willow Weaving Workshop
11.00am - 5.00pm	Steamship Circus: Circus Skills
11.00am - 5.00pm	Art Throb Studios: Spray Paint Stencil Art
11.00am - 2.00pm	Noisy Noise Noise
11.30am - 12.30pm	Squidge and Pop: Sensory Workshop
12.00pm - 1.30pm	Brave Bold Drama
1.00pm	Lunch (free, all vegetarian)
1.00pm - 2.00pm	Live music with Pudenski Brothers
2.00pm - 2.30pm	Steamship Circus Family Cabaret
2.30pm - 4.00pm	Brave Bold Drama
2.30pm - 3.00pm	Squidge and Pop
2.30pm - 5.00pm	Steamship Circus: Aerial Workshops
3.00pm - 5.00pm	Noisy Noise Noise
3.30pm - 5.00pm	OPB Studios: Open Mic and Hip Hop Sessions
4.00pm - 4.30pm	Squidge and Pop



## Festival Associate Artist

Emerging local artist Bobby Brewer ran willow-weaving workshops throughout the day, encouraging audiences to try something new!



## Artist in Residence

Artist Gabrielle Parker, festival Artist in Residence, brought her colourful mask-making workshop to the events, getting participants to showcase their own uniqueness!



## All for Free!

All activities, performances, food and refreshments were provided free of charge.

# Audience Feedback



**Bourne**

**150+ Attendees**

**100% enjoyed  
the event**

**100% would  
attend again next  
year**



**West Howe**

**220+ Attendees**

**100% enjoyed  
the event**

**100% would  
attend again next  
year**

\*Those that wouldn't attend again next year were not local to Dorset

# Audience Demographics



## Ages

The events attracted a wide range of ages, from grandparents (60+) to grandchildren (under 5s).

The majority of attendees were families with children under 11 years old.



## Location

Attendees were very local, with **50% of the Bourne audience from BH12/BH14 & 44% of the West Howe audience from BH10/BH11/BH12.**

**100%** of the audience from both events were from the wider BCP area.



## New Audiences

**44%** of West Howe attendees and **48%** of Bourne attendees said this was their first time at a Arts by the Sea Community Day.

# Arts Award Activities

For both of our events we commissioned The Story Works to run Arts Awards activities. Arts Award is a nationally recognised qualification, run by Trinity College London, encouraging children and young people to engage with the Arts. Attendees were given the opportunity to complete a 'Discover' level Arts Award booklet, fully funded as part of this project. **8 Arts Awards were completed at the events.**

The Story Works also ran arts and craft activities as part of the days' programme of events and encouraged families to attend the main festival to complete their Arts Award.



"The kids have loved it and they've learned some new skills."

# What did you enjoy about Arts by the Sea Community Party today?



**“We enjoyed the community spirit and seeing everyone together and it's free which is always good. It's very sensory and good for kids”**

**“Everyone really friendly, something for everyone, workshops were good. Nice to have a free chilled out day”**

**“Being on a low income the free day has been full of fun activities that we wouldn't usually be able to afford. Plenty of choice - loved the face painting”**

**“Even as a 40 year old I've never seen this before. Having a really perfect day”**

**“It's been all inclusive, my daughter has been able to access and enjoy all aspects of the workshops. Extremely friendly”**

**“We've done loads of different activities. So good to have this on the doorstep”**

# Audience Perception of Arts by the Sea

**72%** had heard of Arts by the Sea before

**28%** had not heard of Arts by the Sea before

Of returned surveys, the majority of people said they would come to the main Arts by the Sea festival (67%). 21% said they might, depending on their availability and the weather.

Of those that said they would not come (12%), the main reasons were because of their schedule/prior commitments, and cost/ease of transport.



# Digital Reach



## Digital Ads

### West Howe:

604 profile visits | 14,241 reach | 34,676 impressions

### Bourne:

522 profile visits | 11,137 reach | 34,806 impressions

## Instagram

Views: 18,593

Reach: 6,511

Interactions: 361

## Facebook

Views: 24,384

Reach: 14,815

Interactions: 138

**58%** heard about the event from social media & digital communications

**37%** heard about the event from friends and family

# In 3 words...

fun, engaging, diverse

community, social, fun-filled

lots of activities

fun, varied, unexpected

amazing activities, friendly

fantastic family event

lots to do

interesting, entertaining, affordable

creative, exciting, inclusive

fun, social, free!

wholesome, fun, different





[Watch the video of our Bitesize Festivals in Bourne & West Howe](#)

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