Arts by the Sea Bite-Sized

Bite-Sized Festivals in Bourne, West Howe & Townsend

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

Impact Report 2026





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. In 2026, we added a third Bite-Sized event for the community in Townsend.

September 2026
Saturday 5th, Sunday 6th, and Saturday 12th
11am - 5pm

- The Henry Brown Centre, West Howe, BH11 8DU
- Bourne Community Hub, Bourne, BH12 4DY
- Townsend Community Centre, Townsend, BH8 0LT

This year's festival theme was
ELEMENTAL

17 Activities / Performances

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

11 Local Creatives

All 11 Artists / Creative Practitioners were 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 & local organisations.

Community Participation

Pavilion Dance led rehearsal dance workshops for a one-off performance at the main festival with free coach travel.

All day	The Centaur Stage - Open Mic
All day	Steamship Circus - Circus Skills
All day	Diamond Faces - Free Face Painting
All day	Mood Tubes Workshops
All day	The Story Works Workshops & Arts Award
All day	Lost Lines Workshops
All day	Community Zone
11am to 2pm	Creative Kids - Live from the Storm
11am to 12.30pm	MBN Arts Spray Painting (Townsend only)
11.30am to 12.15pm	Squidge and Pop Sensory Workshops
12:30am to 1pm	Bombay Dance Club Workshops
1pm	Lunch (free, all vegetarian)
1.30pm to 2pm	Pavilion Dance Workshops
2pm to 2.30pm	Squidge and Pop Walkabout
2pm to 4pm	Creative Kids - The Fire Eaters Rehearsal
3.30pm to 4pm	Pavilion Dance Workshops
4pm to 4.30pm	Squidge and Pop Walkabout
4.30pm to 5pm	Steamship Circus - Fire Show Finale

NEW for 2026: Community Zone

We gave 5 local organisations the opportunity engage with audiences through creative activities.

Festival Associate Artist

Emerging local artists Bombay Dance Club did a short performance and ran a dance workshop before lunch, encouraging audiences to join in!

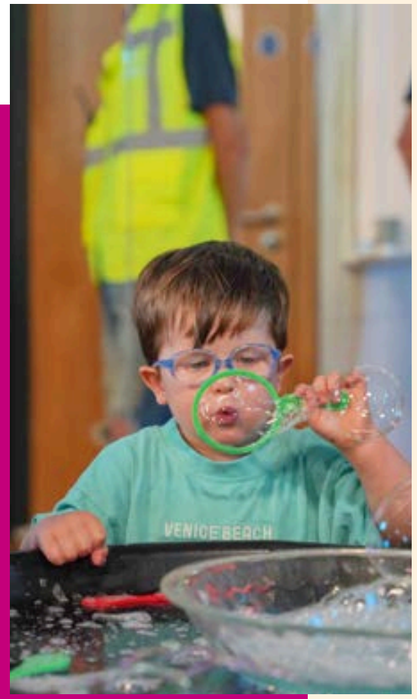
Artist in Residence

Festival Artist in Residence Rhea Hanlon (Lost Lines) hosted 3 x day-long texture-rich craft making workshops, getting participants to create their own mini-elemental installation.

All for Free!

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

Audience Feedback



West Howe

125+ Attendees

100% enjoyed the event

100% would attend again next year

Bourne

230+ Attendees

100% enjoyed the event

100% would attend again next year



Townsend

360+ Attendees

100% enjoyed the event

100% would attend again next year

Audience Demographics



Ages

The events attracted a wide range of ages, from grandparents (70+) to grandchildren (under 5s). A local care-home brought guests over 90 years of age to join in the arts.

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



Location

Attendees were very local:
61% of the Bourne audience were from BH12
50% of the West Howe audience from BH10/BH11.
46% of the Townsend audience were from BH7/BH8

100% of the audience from all 3 events were from the wider BCP area.



Returning attendees

56% of Bourne attendees and **75%** of West Howe attendees had previously attended a Bite-Sized event before.

New Audiences

77% of Townsend attendees had never attended a Bite-Sized before, of those, over a third (39%) had also never heard of Arts by the Sea.

Arts Award Activities

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.
1 Arts Award was completed at the Bite-Sized 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.
Over 60 children between 2 - 13 years participated in Bite-Sized workshops.



"It kept the kids happy and entertained - they loved it."

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







"Friendly and welcoming. Different activities from the norm. No pressure to buy. Community sprit as it should be"

"First time here and everything has been great. My kids have loved every moment"

"Loved trying new experiences like spray painting, bubble show and yummy food. Thank you"

"Dancing was so fun. As a person with extra physical needs, I was included"

"Loved getting involved - it's just a laugh. Tried circus school, bubbles & performed on stage"

"The atmosphere was warm, friendly and very inclusive. Great for the kids - of all ages. Brill effort and very enjoyable"

"So inclusive, so many different activities and something for everyone"

"The karaoke was amazing. The lads were brilliant with the kids"

What would you like to see next time?







Majority of surveys returned stated they would like to see more of the same next year.

“Anything different or extra or keep the same as this is great”

“Same again but bigger”

“The same and more - surprise me!”

Other feedback/ideas suggested included: more advertising, more performances & shows, more group dancing, music and different food. Also suggested were art workshops for toddlers, magic and storytelling.

Audience Perception of Arts by the Sea

80% of attendees had 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 (69%).**

19% responded ‘maybe’ to attending the main festival. Cost, location, availability & transport were cited as the main barriers.

Of those that said they would not come (12%) the main reason was: other commitments, preference for local community event and/or less busy environments.





Digital Reach

Digital Ads

West Howe/Bourne (combined ad):
568 profile visits | 9,812 reach | 38,081 views
Townsend:
648 profile visits | 10,870 reach | 25,061 views

Instagram

Views: 29,100
Reach: 28,584
Interactions: 254

Facebook

Views: 35,100
Reach: 22,446
Interactions: 132

Combined Instagram & Facebook stats for posts spotlighting Bite-Sized from 28 Mar to 17 Sept show a 49.4% increase in views and 139.3% increase in reach from 2025

65% heard about the event from school, community centre, friends and family

35% heard about the event from social media & digital communications

In 3 words...

joyful, impressive, fun

vibrant, creative, playful

community, fun, arts

active, creative, inspiring

fantastical, magic, fun

lovely, brilliant, amazing

free family fun

entertaining, educating, delicious

local arts festival

fun, lovely atmosphere

fun,exciting,inclusive



More from 2026...



[Watch the Pavilion Dance Choreography from our 2026 Bitesized Community Days]

@ArtsbytheSea

BCP Council

POOLE COMMUNITIES TRUST
CONNECTING PEOPLE BUILDING COMMUNITIES

West Howe Community Enterprises

Townsend Community Association
Townsend Community Centre

WITHOUT WALLS

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