

**MACCLESFIELD  
BARNABY FESTIVAL  
14-29 JUNE 2014**

# EVALUATION SUMMARY

This was the fifth Barnaby, a contemporary festival of arts, culture and fun, championing Macclesfield's heritage and talents. A decade after the town was dubbed a 'cultural desert', Barnaby is widely recognised by residents, businesses, partners and funders as having been key to changing perceptions of the town, as being a catalyst for Macclesfield's cultural resurgence.

"One of the best (festivals) of its kind anywhere in the country"

**James Berresford**, CEO Visit England

"I am convinced that Barnaby (and Treacle market) has made a real change to the well-being in and of Macclesfield"

**Rev David Wightman**, Town Centre Minister, Macclesfield

"Barnaby Festival embodies what is great in the community... it is a microcosm of what the Arts Council hopes festivals will achieve"

**Ian Tabbron**, Arts Council England

## Barnaby2014 in Numbers

**16** days of events and exhibitions, a Visual Arts Weekend, a Big Weekend, and the first ever Music Fringe

**13,000** people estimated to have attended

up **30%** on 2013

**9,500** visits to BarnabyArt, with **550** workshop participants

**8,000+** visits to Tim Peaks Diner and Christ Church

**1,000** took part in the **Carnival Parade** (the biggest attraction)

up **30%** on 2013

Silk Museum-partnered exhibitions attracted

**850** additional visitors

Average age

of festival goers dropped, twice as many in their 20s, **28%** were 35-44

**48** events including **30 FREE** at cost of **£9,000**

Acid Brass, StreetFest, Hive, Parade, Tim Peaks Diner, trapeze, KEMS...

**36** exhibitions with work by **120** artists (85% locally based)

**32** venues including **8** heritage buildings and **4** disused spaces

**28** businesses took part in the 'industry' themed Shop Window Competition

Maxonian **Stephen Morris** (Joy Division, New Order) curated music at Christ Church and played **1st** ever town centre gig to critical acclaim

**9** original events **2** drama premieres by local writers 'Under Silk Wood' and 'Morella'

**6** Arts Council funded commissions from nationally recognised artists worth **£18,000**

**97%** rated Barnaby2014 as 'excellent' or 'good'

**96%** would come to Barnaby Festival again

**68%** 'experienced something new' (not just 'sunshine!')

**25%** of festival goers live **outside SK10 & SK11** with more visitors from Manchester

Stand-out events praised most often for 'quality' and 'atmosphere' mentioned most often, followed by 'community' and 'participation'

**200+** volunteers gave an average

**97** hours worth **£310,000**

Please turn over

## Economic Impact

- an estimated **£400,000** of **direct economic benefit to the town**
- festival goers **spent an average £33** in Macclesfield
- equivalent value in advertising of **media coverage £282,000**
- employment **opportunities** created, work **experience** provided
- a mixed experience for **retailers**: many cafes and restaurants did well, others had fewer sales during Big Weekend e.g. Church Street
- businesses universally see Barnaby as **good for the town** in terms of exposure, **footfall and reputation**

## Barnaby's Legacy

- Barnaby continued to be a **catalyst, contributor or inspiration** for exciting ventures including: **Treacle Market, Community ArtSpace, The Roe-naissance Project, Charles Roe House, iMacc Youth Club, Open Art Exhibition, creative and retail start-up businesses**
- artists went on to show commissioned work again **nationally** (e.g. Liz West 'Consumed' and Hilary Jack 'InsideOutHouse') and **internationally** (e.g. Rachel Goodyear 'Thought Spill')

## Becoming Biennial: Barnaby2016

The importance of festivals like Barnaby in enriching lives as well as achieving economic wellbeing is recognised in the town's new Heritage & Culture Strategy. To maintain Barnaby's originality and ambition the festival has taken the strategic decision to become biennial. This will allow time to build creative partnerships, raise funds and commission ideas. The Festival also now requires a paid part-time Director to lead and deliver the Festival and manage the large and resourceful volunteer team. As a biennial festival - and with the continued support of the local authority, businesses and supporters - Barnaby looks forward to building a sustainable and exciting future.

Find out how to support Barnaby Festival: [mail@barnabyfestival.org.uk](mailto:mail@barnabyfestival.org.uk)

## Social and Cultural Impact

- the festival was **instrumental in the development** of the Cheshire East Council/Make it Macclesfield **Heritage and Culture Strategy**
- **creative partnerships were developed** with the Silk Museum (interpreting Jacquard looms) and Macclesfield Community ArtSpace (delivering the Carnival Parade)
- **95%** of volunteers felt both **proud and valued, 80%** felt they '**gave back to the community**' and gained '**personal satisfaction/enjoyment**'
- **60%** had positively changed their **perception of the town, 70%** more likely to get **involved** in arts or culture

## What it Cost

- expenditure **£85,000** (up 20% on 2013), including part-time Festival Coordinator supporting volunteer team and delivering Barnaby
- total income **£83,000** (up 15% on 2013)
- **local grants: £8,000, funders: £28,000** including for the first time, Granada Foundation and Foyle Foundation, **sponsorship: £18,500**
- **ticket income: £21,500, other revenue streams: £5,500** (up 600%)
- **in-kind and pro bono** support worth £10,000
- **volunteering** worth £310,000

"Every year I discover more delights in Macc, interesting buildings, history, but most of all the fantastically creative and giving people who pull together to make the festival happen"

Visitor, Barnaby2014

"(Barnaby) completely transformed Macclesfield - it was wonderful"

Visitor, Barnaby2014

"What strikes me above all else is that the festival is rooted in the place and the people. Distinctiveness is vital in the competitive tourism environment and Barnaby adds a refreshing and unique dimension to Macclesfield's visitor offer"

James Berresford,  
CEO Visit England

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