

Headline performances included 'A Machine They're Secretly Building' by Proto Type Theatre about privacy in a digital world, 'Wifi Wars', with award winning comedian Steve McNeil, an interactive comedy game show and 'And the Birds Fell from the Sky' with Il Pixel Rosso an immersive video goggle performance.

**"A REMARKABLE
WEEKEND'S EXPERIENCE
OF MAGIC AND THEATRE
THAT WAS A COMPLETELY
DIFFERENT AND OFTEN
UNIQUE WAY OF TELLING
STORIES"**

Festival Attendee

Workshops covered digital storytelling, soundscapes, enamelling, clowning and smartphone photography. Circo Rum Ba Ba landed a 50 ft whale landed in Settle Market Place, and people queued to climb inside and listen to a mermaid and a pirate tell stories.

**OVER 70
EVENTS
ACROSS
14 DIFFERENT
VENUES**



**30 VOLUNTEERS
DONATED
OVER 1000 HOURS
WORTH £9000**



**37 DIFFERENT
ARTISTS
2/3 ESTABLISHED
& 1/3 EMERGING**



THE SETTLE STORIES FESTIVAL

6TH - 8TH APRIL 2018



**ATTRACTING AN
AUDIENCE FROM
ACROSS THE
NORTHWEST**



**2563
ATTENDANCES**

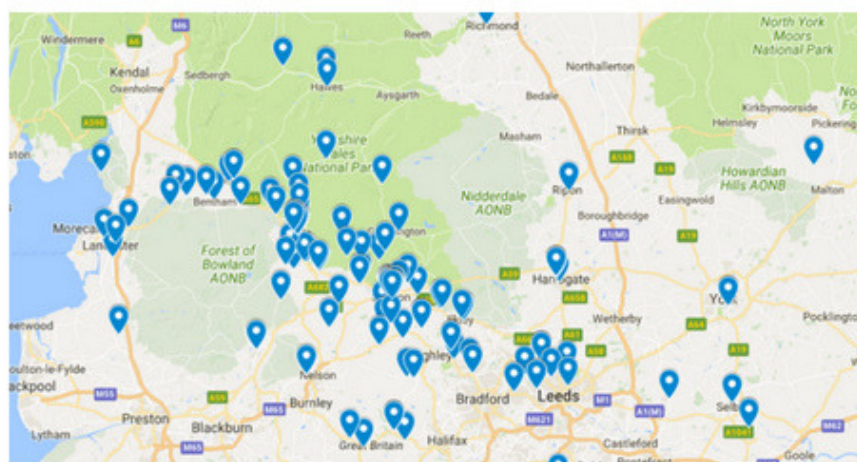


**AVERAGE SPEND
OF £141.33 PER
HEAD**



£152, 920 TOTAL BOOST TO SETTLE

based on 1082 (unique adult visitors) spending an average of £141.33 per head



**A HIGH QUALITY FESTIVAL,
EFFECTIVELY MARKETING
REACHING AUDIENCES FROM
ACROSS THE NORTHWEST**

THE AVERAGE AUDIENCE: WAS FEMALE AND AGED 50-75 YEARS, LIVES IN CRAVEN AND ATTENDED WITH A SMALL GROUP OF ADULTS OR IN FAMILY GROUP. ALTHOUGH SHE REGULARLY ATTENDS ARTS EVENTS, THIS WAS HER FIRST VISIT TO THE FESTIVAL AND HER FIRST EXPERIENCE OF STORYTELLING.

**"AMAZING VARIETY OF
PERFORMANCE. LOTS OF
INTERESTING AND NEW IDEAS.
LOTS OF EXPERIMENTAL STUFF.
MADE IT ALL QUITE DIFFERENT
AND THOUGHT PROVOKING."**

Festival Attendee

Arts Council Quality Metrics

**THIS TABLE SHOWS THE FESTIVAL
OUTPERFORMING ALL UK AVERAGE RESULTS,
OTHER LITERATURE ARTS EVENTS,
STORYTELLING EVENTS AND FESTIVALS AND
BEING HIGHER THAN THE NATIONAL AVERAGE
OVERALL IN TERMS OF ARTISTIC QUALITY**

Audiences were asked to agree or disagree with these statements

		Settle Festival Result	Average UK Result All Arts	Average UK Result Broad Artform Literature	Average UK Result Detailed Artform Storytelling	Average UK Result Presentation Festival
ENTHUSIASM	I would come to something like this again	0.98	0.89	0.92	0.95	0.83
CAPTIVATION	It was absorbing and held my attention	0.98	0.84	0.86	0.92	0.86
RIGOUR	It was well thought through and put together	0.98	0.84	0.89	0.92	0.82
LOCAL IMPACT	It is important that it is happening here in Settle	0.94	0.86	0.92	0.92	0.91
DISTINCTIVENESS	It was different to things I've experienced before	0.91	0.73	0.75	0.85	0.67
RELEVANCE	It had something to say about the world in which we live	0.95	0.72	0.84	0.84	0.71

This is not because the Settle audience is in a rural area, and grateful for any arts activity that happens...

"Given the differential access to cultural provision in rural as opposed to urban areas, one might expect public ratings for 'enthusiasm' in more rural areas to be high, and they were (higher than in other urban areas). Similarly, one would naturally hypothesise that the 'local impact' scores would also attract high public ratings in rural areas. In this cut of the data, the rural status alone does not seem to have a strong influence on local impact scores." (Quality Metrics Final Report, page 53, Knell and Whittaker, 2017).

**I APPRECIATED THAT THERE
WAS A LOT HAPPENING IN A
GENTLE, RESPECTFUL WAY
WHICH HARMONISED WITH THE
EXISTING SETTLE
ENVIRONMENT AND DID NOT
APPEAR TO INTRUDE**

Festival Attendee

52%

of events ran at full or
high capacity

78%

of all activity happened
in non-arts venues

100%

of those asked thought the
festival appeals to those
who can't normally attend
arts activities due to travel
or financial barriers

FACEBOOK

**125,000 OVERALL REACH
6800 POST CLICKS
3400 COMMENTS
REACTIONS AND SHARES**

settlestories.org.uk

**RECEIVED
124,000 WEBSITE HITS
FROM
20,000 UNIQUE VISITORS
DURING
MARCH & APRIL 2018**

**"WONDERFUL
TO HAVE THIS
ON OUR
DOORSTEP"**

Festival Attendee

TWITTER

**TOTAL REACH OF
421,433 DURING
APRIL**

**"IT GETS
BETTER
EACH
YEAR"**

Festival Attendee

INSTAGRAM

**TOTAL REACH 15,000
1600 LIKES FOR SETTLE
STORIES**

Audiences responded well
to both the online
presence and the
programme

**4.7
STARS**

**AVERAGE AUDIENCE REVIEW
OUT OF 5 STARS**

"WONDERFUL + BEAUTIFUL. I WILL RETURN AGAIN. KEEP BEING BRILLIANT SETTLE!"

Festival Attendee

Settle Stories Festival Summary
Produced by KRP Consultancy
www.theevaluator.co.uk