

AUDIENCE & PARTICIPANTS

Our audience and how they interacted at our events.

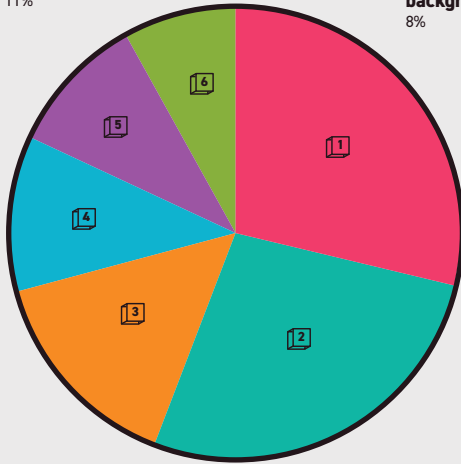
FLUX
ROTHERHAM

CREATING
SHARING
CONNECTING

Ethnicity

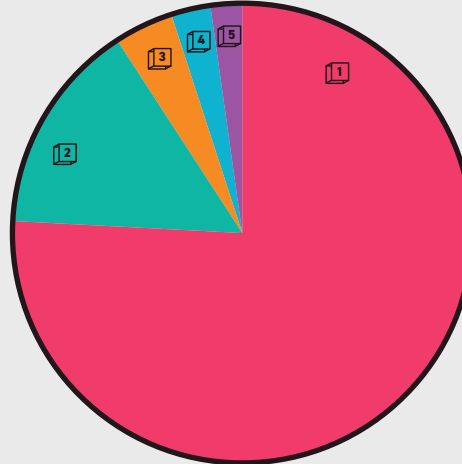
Based on 230 responses.

- 1 White British 29%
- 2 Pakistani 27%
- 3 Any other ethnic group 15%
- 4 Any other Asian background 11%
- 5 White & Asian 10%
- 6 Any other Mixed background 8%



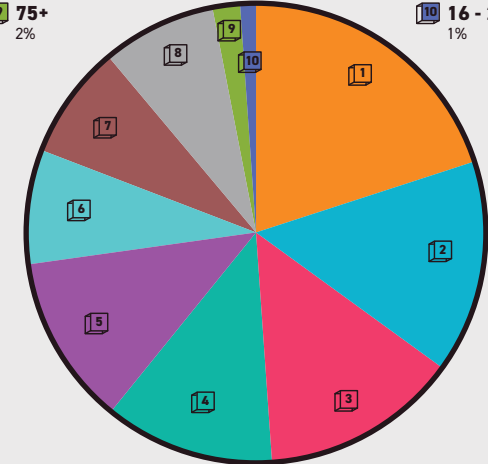
Gender

- 1 Female 76%
- 2 Male 15%
- 3 Prefer Not to Say 4%
- 4 Not Known 3%
- 5 Non-Binary 2%



Age

- 1 35 - 44 20%
- 2 Under 16 15%
- 3 45 - 54 14%
- 4 25 - 34 12%
- 5 55 - 64 12%
- 6 65 - 74 8%
- 7 Prefer Not to Say 8%
- 8 Not Known 8%
- 9 75+ 2%
- 10 16 - 24 1%



28,094
physical audience
members



11,400
participated in
activities



78%
haven't taken part
in another creative
workshop or event
in the last year



11%
identified as
disabled

AUDIENCE & PARTICIPANTS

Our audience and how they interacted at our events.

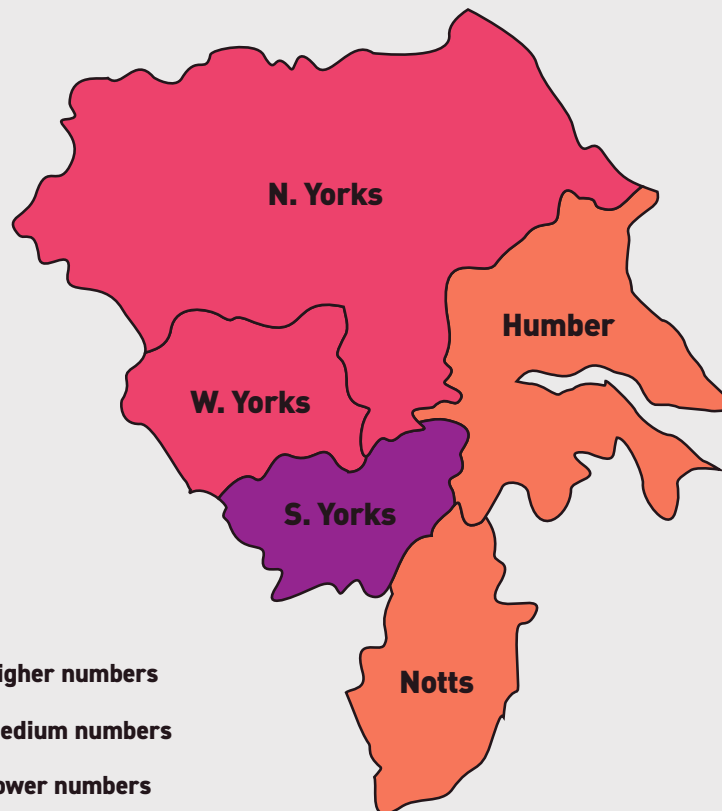
FLUX
ROTHERHAM

CREATING

SHARING

CONNECTING

Where our audience and participants came from



67
volunteers

"I really enjoyed seeing the diversity of families, children and people. It felt like a real connection of women from different communities, and I think it feels unusual to see this in my local area."

WOW Rotherham Festival,
Rotherham Town Centre



1,855
hours of volunteer
time

"Joining these workshops helped us become more empowered... it helped us gaining more independence and confidence."

Ferham Festival



£20,166
total value of
volunteering time

AUDIENCE & PARTICIPANTS

Our audience and how they interacted at our events.

FLUX
ROTHERHAM

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"It was original, energetic, inclusive, and brilliant. I loved seeing this in Rotherham. This could become Rotherham's answer to Tramlines."

Uplift Festival, Rotherham Town Centre

"It was great to experience Rotherham Town Centre in such a positive way. Great activities and events with lovely positive atmosphere."

WOW Festival, Rotherham Town Centre

"It is fantastic to see this kind of exhibition and series of events come to Rotherham. There is a bit of a void in terms of cultural and arts events of this scale which Flux and many others are trying to address."

Museum of the Moon, Rotherham Minster

"The sessions have been, and continue to be, inspiring for me. Vic has raised up a group of hesitant scribblers into poets, many of whom have found the confidence to read their poetry at local events. We now have something we didn't have before: a local group that in its own small way is helping to put culture on the map of Rotherham."

Spread the Word, Poetry Sessions with Vic Leeson

"Overall, it was an absolute fabulous experience. The bands had the kids dancing, the balloon man was hilarious, the bird show absolutely fantastic, had the kids proper laughing with tears, they found it that funny. They loved exploring the gardens and found all the added extras great"

We Wonder Festival, Wentworth Woodhouse

"The moon got my teenager out of the house and he loved it!"

Museum of the Moon, Rotherham Minster

"It was such an unexpected event and being held in Rotherham Minster it was lovely to see how many people of all ages attending the event who wouldn't necessarily visit the Minster."

Museum of the Moon, Rotherham Minster

"Connected me back to my creativity and given me the relaxation, peace and confidence in myself again."

Threads That Connect Us,
NHS Wellbeing Group

CREATIVE PARTNERS

Our creative partner contributions.

FLUX
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CREATING

SHARING

CONNECTING



6

touring performances
brought to
Rotherham



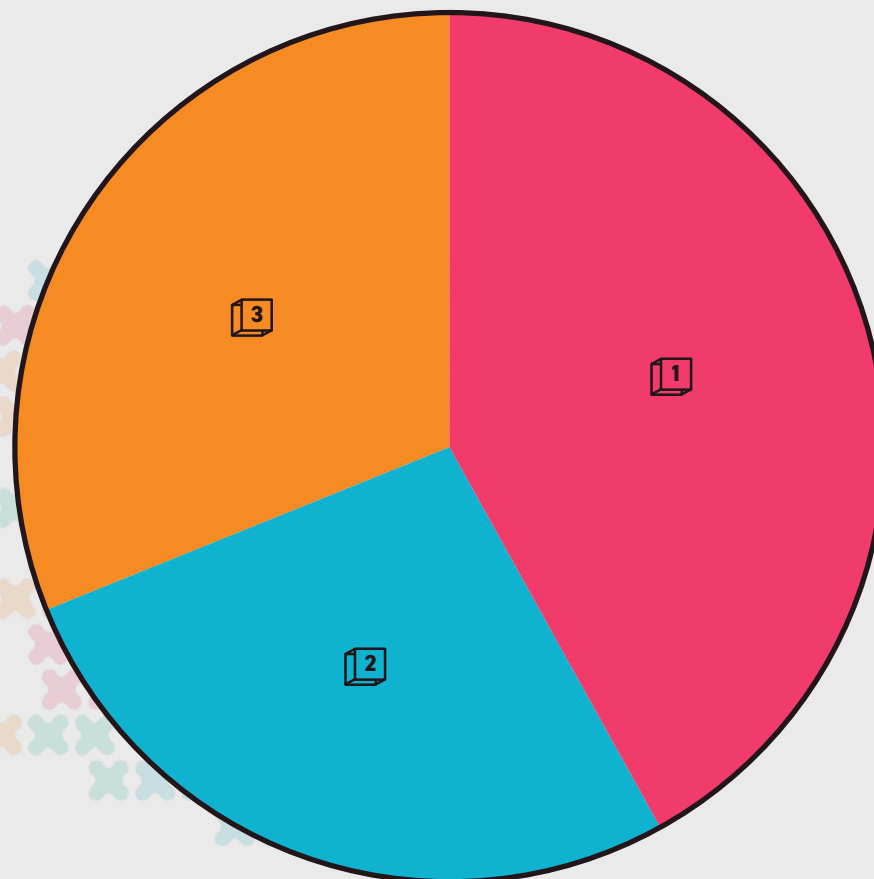
31

non-arts partner
organisations
worked with

Creatives

Based on a survey of 125 creatives.

- 1 Rotherham based**
42%
- 2 South Yorkshire based**
27%
- 3 Elsewhere**
31%



WINTER FESTIVAL

in partnership with Rotherham Minster.



The Winter Festival, in partnership with Rotherham Minster, drew in 10,391 visitors to marvel at Luke Jerram's stunning Museum of the Moon. We welcomed people from every ward in Rotherham and as far away as Denmark and the USA!

The festival showcased nine days of immersive workshops, engaging activities, and captivating performances around The Minster and Imperial Buildings. Not just a showcase of the moon installation, the festival was used as a platform for a Cosmic Knees Up including WOW Rotherham's year-round programme, Rotherham's Music Hub and Rotherham Creative Network.

PIF PAF theatre gathered joy and light and delighted visitors with Moths at Work, visitors jumped into NASA moon landing footage, played life size space invaders and took home beautifully illustrated poems.

Young musicians composed their own music on The Glasshouse- a sonic installation by Wayne Sables Project, people bathed under the light of the moon in a sound bath and a packed audience were captivated by stunning music performances.



Numbers



People's highlights included:

"We happened by chance to access the silent disco alongside our Museum of the Moon visit and this together with the installation and the venue just created the most wonderful evening for myself and my children."

"Exciting art installation in my hometown. Fostering an 'art for all approach' is really exciting. It was great to see everyone experiencing this as much as the piece itself."



What we've learnt

Spectacular art installations provide a sense of pride in place- 99% of people agreed or strongly agreed that it is important events like this happen in Rotherham. It is important to plan a range of ways and activities for people to engage in throughout the festival – Attendees reported enjoying participating in astronomy/talking to experts, taking part in VR and engaging with walkabout theatre for the first time.

SPREAD THE WORD

Poetry initiative from Wath Upon Dearne.



"Spread the Word" is an ongoing poetry initiative that started in Wath Upon Dearne with Ray Hearne working in care homes, Wath Tap and in local primary schools to create original poetry in and about the local area. It expanded with sessions across Rotherham, led by local poet Vic Leeson and Sughra Begum. It aims to provide a welcoming environment for people to share their stories and explore expression through talking, listening, and writing.



In October 2023, we worked with local community poets to create a literary laundry line, which was made of 16 original poems printed onto tea towels that debuted as an exhibition alongside workshops in celebration of National Poetry Day. The display then embarked on a tour of Rotherham Libraries, reaching communities in Rawmarsh, Mowbray Gardens, Riverside, Greasborough, and Wath Upon Dearne.

This approach ensured that these beautiful poems reached targeted audiences identified through our valued library partners, making poetry more accessible and engaging for all.

★ People's highlights included:

"The sessions have been, and continue to be, inspiring for me. Vic has raised up a group of hesitant scribblers into poets, many of whom have found the confidence to read their poetry at local events. We now have something we didn't have before: a local group that in its own small way is helping to put culture on the map of Rotherham."

"It takes me out of my comfort zone. It helps stimulate self-expression however pleasant or painful that may be. Sessions enjoyed, using pantoum poems, reconfiguring songs with your own words but acknowledgement of original. I like cake!"



💡 What we've learnt

Celebrating new writing in communities needs to be supported through regular sessions with expert facilitators. This supportive network provides the platform to encourage participation and sharing in a variety of ways.

Writers want opportunities to perform, publish and hear in a variety of ways.

Being part of larger scale events like the Open Mic under Museum of The Moon and exhibiting artwork created from original writing is a valuable and appreciated experience.

WE WONDER

Annual festival, celebrating creativity and diversity.



We Wonder Festival is an annual festival, celebrating creativity, diversity, and connections, within the surroundings of Wentworth Woodhouse gardens. In 2023 the festival featured artistic installations and family-friendly performances inspired by Grayson Perry's The Vanity of Small Differences exhibition, celebrating local voices, stories, and heritage.

The festival offered a vibrant day of exploration, creativity, and community engagement. Outdoor performances, such as Sonia Sabri company's 'Mughal Miniatures', immersed participants in the world of Indian and Persian miniature painting.



Theatre Temoin's interactive spectacle, 'FLOOD', took viewers on a journey to comprehend coastal challenges through circus and music.

Throughout the festival, guests enjoyed workshops ranging from calligraphy to Kashmiri flower egg painting, as well as family-friendly games like giant chess and hula hooping. Local groups were engaged in the run up to the festival including Clifton Learning Partnership, Apna Haq, One Voice, and Nayi Zindagi- working with artists Uzma Rani, Karen Hall, Amanda Daley and Wild Rumpus, they created site dressing, selected the performance artists and workshops and collaborated with producer Sophie Akbar to ensure the festival was inclusive, relevant and welcoming.



Numbers



People's highlights included:

"If people got anxiety, you can just go and take yourself away, 'cause here it's not confined. There are some organisations and they make festivals but it's too much, you can't breathe, but here it is so wide, and the kids feel safe."

"Overall, it was an absolute fabulous experience. The bands had the kids dancing, the balloon man was hilarious, the bird show absolutely fantastic, had the kids proper laughing with tears, they found it that funny. They loved exploring the gardens and found all the added extras great".

"And it's so mixed, it doesn't have to be just white people or black people, it's all mixed, all community here. And it is really friendly, you know the environment."



What we've learnt

Community led engagement takes time- we had already built trusted relationships with Apna Haq, local residents in Wath, Nayi Zindagi and Clifton Learning Partnership which gave them a safe transition to a venue new to many of them.

Simple changes to access, infrastructure and communication around a range of cultural needs makes a huge difference to audience welcome.

WOW ROTHERHAM

Women of the World Festival 2023.



WOW Rotherham 2023 (Women of the World Festival) returned with a bang, drawing in over 3,000 visitors to celebrate women, girls, and non-binary individuals with captivating workshops, talks, performances, concerts, and exciting pop-ups.

Alongside strong and passionate voices telling their stories, championing their Big Ideas and having important Local Conversations the festival's diverse and inspiring schedule catered to a wide range of interests.

With engaging talks covering critical topics, such as gender equality, parenting and childcare, work and skills, diversity and a warm welcome, body positivity, safety, gender identity and sexuality, mental health and wellbeing, and multiple interactive and exciting activities for all guests

From free workshops including life drawing, making exploding rainbows, festival-inspired temporary tattoos, and zine making, to yoga sessions, aerial hoops, and the contagious energy of a silent disco, WOW Rotherham Festival had something for everyone to enjoy. Mimbre acrobats performing 'Lifted' which mixes dance, theatre and circus to celebrate the expressions and impressions that appear when three strong women move, lift and balance each other; Poetry Takeaway with queues down Church Street, Collective Choir 'Neighbourhood Voices' singing in Rotherham Minster and DJ Kavita closing the festival with a DJ set in All Saint's Square were unforgettable highlights of the day.



Numbers



3,000+
people attended



10 HOURS
of live music



30+
workshop sessions



56+ EVENTS
across the day



People's highlights included:

"I really enjoyed seeing the diversity of families, children and people. It felt like a real connection of women from different communities and I think it feels unusual to see this in my local area."

"Talking to so many lovely people enjoying the event and seeing the faces of the kids engaging in the activities. They loved it. It Was also just what local businesses need, to showcase their services, a good number of them owned by strong women. Great event, great venue, fab, fab fab!"



What we've learnt

The new town centre location felt compact and worked well as a debating space, compared to the open, walk-through space of the Clifton Park area in 2022. The location meant that people in the area discovered the event, therefore engaging with people who may have otherwise not attended. It also meant that local businesses experienced the commercial benefits of cultural activity.

PROJECT TIMELINE

Our projects and events throughout 2023.

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JANUARY



Threads That Connect Us

FEBRUARY



Creatures of Curiosity

MARCH



Moths at Work - Pif-Paf Theatre



Creative Video Course



Picturing Maltby (Love Maltby) - Pop Up Shop



Circus Skills in Canklow



Photography with Clifton Learning Partnership



Nayi Zindagi + Artworks Residency

APRIL



Dishes of Rotherham (Swinton Pottery Sessions)



Canklow Love Tha Neighbour Projects



Circus Skills at Wath



Spread the Word



PROJECT TIMELINE

Our projects and events throughout 2023.

FLUX
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CONNECTING

APRIL



**Circus Skills
at Catcliff**



**UPLIFT Skate
and Art Festival**

MAY



**Toast by
Pif-Paf Theatre**



**Circus Skills
in Canklow**

JUNE



**Green and Growing
with YAWR**



**WOW Rotherham
Festival 2023**



**Threads That
Connect Us Exhibition**



**Circus Skills
at Maltby**

JULY



**Dishes of Rotherham
with Apna Haq**



**Jason Wilsher Mills
at Wentworth Woodhouse**



**Ferham
Festival**

AUGUST



**Swinton
Pottery Ponds**

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CREATIVE
PEOPLE
AND
PLACES

PROJECT TIMELINE

Our projects and events throughout 2023.

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CONNECTING

AUGUST



Maltby Summer Programme



Wath Better Together Days



WE Wonder Festival



Ferham Festival

NOVEMBER



Museum of the Moon



The People's Palace of Possibility



Rotherham Show



Carers Group Creative Fun

SEPTEMBER

Co-created arts with the communities of Rotherham

Flux Rotherham creates art projects and events with communities. From festivals filled with music, dance and outdoor arts experiences to exhibitions, creative workshops and conversations. Join us to explore and express your creative ambitions, heritage and identity.

Visit: fluxrotherham.org.uk

Facebook: [rotherham.flux](https://www.facebook.com/rotherham.flux)

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