Evaluation Report

WOVEN

A CELEBRATION OF INNOVATION IN TEXTILES
Due to the small sample size, the findings presented here should be treated with caution. However, they will provide a useful benchmark to measure ongoing progress against the festival’s core objectives.
MEETING FESTIVAL OBJECTIVES

OBJECTIVE 1

TO RAISE AWARENESS AND PRIDE IN THE TEXTILE HERITAGE OF THE KIRKLEES DISTRICT

OUTCOME = MOSTLY SUCCESSFUL

60% said they felt more proud of Kirklees’ textile heritage as a result of attending the festival.

OBJECTIVE 2

TO RAISE AWARENESS & UNDERSTAND TEXTILES AS A MODERN-DAY INDUSTRY

OUTCOME = MOSTLY SUCCESSFUL

• Education partnerships were crucial in achieving this objective.
• Events helped to raise awareness of both vocational and academic routes into the industry.

“68% agreed that the festival has shown that there is potential for employment within the textiles sector”

Councillor Rob Walker, portfolio holder for Culture and Environment.
While most people appeared to be from the local area, the events shone a light on regional and community assets. 67% of visitors to the area said the festival had made them more likely to return in the future.

“71% of visitors had come mainly for the festival”

“It brought people into the town centre who wouldn’t have necessarily come in. We had people from outside Kirklees come to our events and workshops”
**AUDIENCE PROFILE**

**Gender of participants**
- 88% White British
- 47% Employed
- 78% live in Kirklees
- 19% have a health problem or are disabled

**Average age**
- 53 YEARS

**HIGHLIGHTS**

- **Fashion Show**
- **Learning something new**
- **Made Beautifully Here**
- **Participation**
- **Woven into Song**
- **Networking/ meeting new people**
- **Knitting & Crochet Guild**
- **Craftism**
- **Heritage**
- **Wild About Wool**

- **68%** Agreed that the festival has shown them there is potential for employment within the textile sector.
- **71%** Stated that the main reason for their visit to Kirklees during WOVEN was due to the festival.
- **40%** Of participants took part in 3-5 events throughout the festival.
- **62%** Stated that their festival experience had made them more proud of living in Kirklees.

- **Stated that their festival experience had made them more proud of living in Kirklees.**
Costume made for Future Fashion Challenge schools programme
WEBSITE ENGAGEMENT

37K Page Views
13K Sessions
8K Users
95% Visual Appeal

8th - 16th June 2019
A celebration of innovation in textiles across Kirklees

WOVEN Programme

THE BIG KNIT
Saturday 8th June 2019
Across Kirklees
## Digital Engagement

### Social Media Influence

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Likes &amp; Shares</th>
<th>Page likes</th>
<th>Female followers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>280K</td>
<td>3K</td>
<td>447</td>
<td>92%</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>173K</td>
<td>3K</td>
<td>566</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>41.5K</td>
<td>2.8K</td>
<td>125</td>
<td>84%</td>
</tr>
</tbody>
</table>

How did you find out about Woven in Kirklees?

- Friends/Family/colleagues told me in person
- Woven in Kirklees Facebook
- Friends/Family/colleagues told me online
- Flyer/Leaflet/Brochure
- Woven in Kirklees other social media
- Child/Grandchild’s school
- Woven in Kirklees website
- Newspaper
- Passing by
- Kirklees Council website
- Other
“EXCELLENT CRAFTS MADE BY TALENTED PEOPLE”

Made Beautifully Here
Makers Market, Slaithwaite
The Big Knit
A community focused event on the 8th June to yarn bomb hubs in Kirklees. It was an opportunity for us all to share skills, get creative and have a cuppa.

Exhibitions
Ranging from small shop window displays to commissions in Queensgate Market such as Temporary Contemporary.

The Future Fashion Challenge
The grand finale was a fashion show at the University of Huddersfield, featuring 150 children and their future fashion designs.

Guided Walks & Textile Trail
From technical textile walks in the Marsden landscape to a city digital heritage app. Industry and independent makers opened their studios and workspaces to the public for special events.

Holmfirth Arts Festival Banner Parade
Created by Edgelands Arts across the Holme Valley, we filled the streets of Holmfirth with a riotous carnival of colour and music.

Makers Market
Both high end makers and craft specialists; Made Beautifully Here in Slaithwaite, Wild About Wool and Crafty Baggage at Byram Arcade and Lawrence Batley Theatre.

Spectacular Showcase of Textile Innovations
An opportunity to showcase industry, research science and technology innovation to young people and teachers in Kirklees.

Talks, Workshops & Performances
Specialist talks across the district from craftism and social media innovators to poetry.

YARN (Young Ambassadors Right Now)
A Youth Ambassador Scheme to involve young people in decision making and activity across the festival.

WOVEN Launch Event
Parik Goswami, Professor in Technical Textiles

Penistone Line Big Knit Train
**Understanding & Pride**

How much would you agree that Woven in Kirklees has shown the following:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree or Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The textile sector is a relevant modern-day industry</td>
<td>54%</td>
<td>27%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>There is potential for employment within the textile sector?</td>
<td>33%</td>
<td>35%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>There is more potential to work/study/live in Kirklees than I previously thought.</td>
<td>31%</td>
<td>33%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>There is potential for career progression in the textile sector.</td>
<td>27%</td>
<td>36%</td>
<td>26%</td>
<td></td>
</tr>
</tbody>
</table>

**Economic Impact**

Total Spend

**£2,572**

Based on 65 visitors (number of responses). The most significant spend categories were food and drinks (33% of total spend) and textiles products (32%).

Average spend

**£40** 58% spent £20 or more during their visit.

**Enhancing the Pride of Kirklees**

- **Are proud of Kirklees’ textile heritage**
  It was a positive thing happening in the community with a lot of people giving time and goodwill.”

- **Are proud of living in Kirklees**
  “I didn’t realise that textiles was still a thriving industry in Kirklees”.

- **Agreed that WOVEN made them more proud to live in Kirklees**
  Most indicated that it has helped to remind them of the areas rich cultural heritage, thriving textiles sector, community spirit and natural beauty.

“I didn’t realise that textiles was still a thriving industry in Kirklees”
“IT REMINDED ME OF THE AREA’S COMMUNITY SPIRIT”
As a visitor to the area, how satisfied were you with the following?

- Very Satisfied
- Fairly Satisfied
- Neither
- Dissatisfied

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Neither</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wayfinding &amp; city centre signposting</td>
<td>21%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Places to eat and drink</td>
<td>26%</td>
<td>26%</td>
<td>42%</td>
</tr>
<tr>
<td>Public transport</td>
<td>31%</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Visitor welcome</td>
<td>42%</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Quality of accommodation</td>
<td>50%</td>
<td>33%</td>
<td>17%</td>
</tr>
<tr>
<td>Overall value for money</td>
<td>37%</td>
<td>53%</td>
<td>11%</td>
</tr>
</tbody>
</table>
VISITOR FEEDBACK

RECOMMENDATIONS

With regard to the planning of the next Woven festival in 2021, stakeholders made the following suggestions:

• Start preparations asap, thereby increasing the lead-in-time for partners.
• Improve clarity on the role and responsibilities of partners.
• Secure greater industry involvement across the board.
• Engage more schools and FE institutions in pre-festival workshops/activities, leading to increased family involvement. Explore ways to celebrate the multiculturalism of the region and the impact this has had on textiles manufacturing heritage.
• Conduct user-testing of the Woven in Kirklees website to ensure it is fit for purpose.
• Consider producing a festival brochure to accompany the online resources.
• Increase marketing activity and spend more generally, focusing on media coverage, SEO and PR (identifying key influencers)
• Work with partners to ensure mutually beneficial cross-promotion of events, activities and organisations.
• Explore ways to generate revenue, e.g. sponsorship programme.
• Consider promoting travel and parking options to support visitors and low-income/vulnerable audience members in particular to access more of the festival.

PROJECT MANAGEMENT

Stakeholders generally agreed that WOVEN had been well-managed by HATCH, the company commissioned company to curate and project manage the festival, despite the challenging time-frame.

HATCH is Natalie Walton, Alison McIntyre and associates. HATCH was founded with a shared ethos around hosting safe spaces for communities to create, make and debate and a collective interest in how art, through good facilitation, can make a real difference to people's lives.

The team were described as hard-working and enthusiastic, and were praised for their efforts to establish and co-ordinate a project of this scale involving so many partner organisations.

Areas in which project management might have been improved included:

• Providing more notice/lead-in time
• Clearly outlining roles and responsibilities
• Communication (particularly during and after the festival)

THANKS TO OUR FESTIVAL PARTNERS

PARTNERS/COMMISSIONS

• Textile Centre of Excellence
• University of Huddersfield
• Satellite Arts
• Made Beautifully Here
• Crafty Baggage
• Impossible Arts
• Wild About Wool
• West Yorkshire Print Workshop
• Parley
• WOVEN Walk App
• Woven Into Song
• Temporary Contemporary
• Future Fashion Challenge
• Nicola Twynham
• Holmfirth Arts Festival
• Huddersfield Contemporary Music Festival
• HOTH
• Upcycle Fashion
• Callaloo Carnival Arts

COMMUNITY PARTNERS

• Batley Library
• Unravel and the Denby Dale knitting and stitching community
• The Marsden knitting and stitching community
• The Mirfield knitting and stitching community
• Oakwell Hall Knit and Natter Group
• The Mirfield Women’s Institute
• Oakwell Hall Knit and Natter Group
• Lepton Church
• Shepley community members
• Embroiderer’s Guild
• Friends of Skelmanthorpe Library

INDUSTRY/HERITAGE

• Britannia Mills, Colne Valley Museum
• Radiant Works
• African Fabric Shop
• Tolson Museum
• Penistone Line Railway
• Skelmanthorpe Textile Heritage Centre
• The Old Printworks
• Bagshaw Museum and Wilton Park
• Camira
• Creative Craft Centre
• Unravel
• Dugdale Bros and Co
• Banana Moon
SEE YOU IN 2021

woveninkirklees.co.uk

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